



NEW STORE OPENING PLAN

Q2 2026

CHRONIC TACOS

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Now that you've signed your Franchise Agreement...

New Store Opening Plan Checklist

The checklist provided in the back of this manual is to be used throughout the process of opening your taco shop beginning with finding your location and signing the lease through opening and operating. Use your checklist to document what you have and have not completed. A digital version of the checklist can be found on Chronic Tacos portal.

Lease Negotiated and Signed

The first step is to find a location. Our team will assist you in finding a great site and connect you with any resources we have available. We will assist with finding a commercial real estate broker if you do not have one already.

Once you have identified a potential site, we will work with you on the details. All locations are delivered to the tenant (you) in different conditions depending upon the landlord and the building itself. All sites must be approved by CTE, Inc. prior to signing a lease. Our team will provide you with our standard LOI. While every lease is a negotiation, our LOI provides our standard requests.

In your franchise agreement there are several provisions that need to be included:

- **5.1 Franchised Location.** The Taco Restaurant shall be located at the Franchised Location. If the address of the Franchised Location has not been inserted in the blank space in Article 1, "Definitions", on the Effective Date, Franchisee shall, within ninety (90) days after the Effective Date, locate one or more proposed sites that meet Franchisor's then-current standards and specifications. Franchisee shall submit to Franchisor all demographic and other information regarding a proposed site and neighboring areas that Franchisor shall require. Franchisor shall accept or reject a proposed site for the Taco Restaurant within thirty (30) days after Franchisor receives all of the information that Franchisor requires to evaluate the site. Following Franchisor's approval of a site, Franchisee shall promptly negotiate a Lease for the site and shall submit a copy of the proposed Lease to Franchisor for approval. Franchisee shall not enter into any Lease for a site unless and until Franchisor has approved the site and the Lease in writing. Following Franchisee's execution of the Lease for the Franchised Location, Franchisor and Franchisee shall complete and execute Exhibit B to identify the Franchised Location. Franchisee shall identify the site for the Franchised Location and obtain a fully executed Lease for the site no later than one hundred eighty (180) days after the Effective Date. Franchisor may voluntarily, and without obligation, assist Franchisee in selecting an acceptable site for the Franchised Location. Neither Franchisor's assistance, if any, its acceptance of a proposed site, nor its acceptance of a proposed Lease shall be construed to insure or guarantee the profitable or

successful operation of the Taco Restaurant at the site selected by Franchisee and Franchisor hereby expressly disclaims any responsibility therefor. Franchisee acknowledges its sole responsibility for finding the Franchised Location.

- **5.2 Lease** for Franchised Location. Franchisee shall not create any obligations on Franchisor's behalf or grant the Landlord any rights against Franchisor, or agree to any term, condition or covenant in the Lease which is inconsistent with any provision of this Agreement. Franchisee shall deliver a fully executed copy of the Lease to Franchisor promptly following its execution, in the form and on the terms previously accepted by Franchisor, without further request by Franchisor. The Lease shall provide, unless Franchisor otherwise consents in writing prior to the execution of the Lease that (i) the Lease may not be amended, assigned or sublet without Franchisor's prior written consent, (ii) Franchisor shall have the right (but not the obligation) to succeed to Franchisee's rights under the Lease if Franchisee fails to exercise any option to renew, and or extend the term of the Lease, (iii) upon Franchisee's Default under the Lease, the Landlord shall notify Franchisor in writing at least fifteen (15) days prior to the termination or non-renewal of the Lease, (iii) Franchisor shall have an option to assume the Lease upon the termination or expiration of the Lease for any reason by giving written notice of the election to Franchisee and the Landlord, (iv) Franchisee shall have the unrestricted right, with the Landlord's consent, to assign or sublet the Franchised Location to Franchisor, or any franchisee or licensee approved by Franchisor, and (v) Franchisor shall have the right to enter the Franchised Location to remove all of the Chronic Tacos Marks from the Franchised Location and modify the decor of the Franchised Location so that it no longer resembles, in whole or in part, a Taco Restaurant if Franchisee fails to do so. If Franchisor elects to succeed to Franchisee's rights under the Lease, Franchisee shall assign to Franchisor all of its rights, title and interest in and to the Lease and take all further action that Franchisor, in its sole and absolute discretion, may deem necessary or advisable to effect the assignment within ten (10) days after written demand by Franchisor to do so.

You are responsible for reading the lease, understanding all the details and all the costs involved, your commitment to the location, and getting all the necessary information to CTE, Inc. in a timely manner. Once the lease is signed, it is time to build your Chronic Tacos. You may have a small window build and open before you have to start paying rent. Get as much done as early as possible to help you with the process.

Architect Hired

CTE works with our preferred architect to ensure all the Chronic Tacos locations have the correct drawing set and approved décor incorporated into the design. The Architect will provide you with a detailed contract outlining the deliverables and timeline.

Financing Approved and Funded

Financing should be in place before you continue to pursue your location. Whether you are pursuing a SBA loan or looking to just lease your equipment, now is the time to have all your paperwork completed and submitted to the proper agencies or banks that are handling your loan. Financials and often times a business plan will need to be provided to the leasing agents to help you secure the best location for your restaurant at the best price. There are many sources for financing your restaurant. You may also start with your own bank for your SBA loan if this is the process you are using to finance. They already know you and a good history with them will go a long way. Please be sure to provide all the necessary information in a timely manner so that the process is not delayed and the money is available for use. This is an area that can slow down the process of getting your restaurant open. If you need a business plan there are companies that will help you develop one or there are a variety of templates available online. Contact CTE for assistance.

You will more than likely be required to provide a minimum of the following information to help secure your loan:

- Financing Application
- The latest three years of personal or business tax returns
- Signed letter of intent for the location you have chosen
- Standard equipment bid
- Standard construction blueprint
- Construction Contractor bid

Please realize that there will be items that are not covered by the type of loan you are securing. There may also be additional information you could be asked to provide. You will need to get this information to your loan officer as soon as possible so as not to delay the funding of the project.

Floor Plans Completed and Approved.

Once the lease is secured, we will set up an initial meeting with our preferred architect team to discuss the scope of work and preliminary budget for design and architecture. You will need to obtain measurements of the location so floor plans can be drawn up and completed. Your architect and contractor must be approved Chronic Tacos™.

The architect will conduct their own field check to ensure the measurements on the drawings supplied by the landlord are correct. They will be able to troubleshoot any potential problems that might arise regarding gas and electricity requirements, grease interceptor policies and structural needs.

Your floor plan must be approved by CTE, Inc. prior to beginning the full drawing set. An example is provided in The Chronic Tacos™ design plan.

As part of the development process you will meet with CTE, Inc. Development team and will be provided specifications for all furniture, fixtures and finishes for your build out. An example of the equipment list is provided in the standard design plan although changes may occur as needed.

Contractor Hired

Our preferred architect team will put together a detailed drawings package for approved contractors to use in order to submit their bid for the project. Contractors that bid must be bonded, licensed, insured and approved by CTE, Inc. to build your taco shop.

You will receive a construction timeline from the general contractor. This timeline will outline the entire construction process, so you have some idea of what is going to happen and when. This is your best tool for managing the construction process. As you get closer to the opening, this becomes essential in scheduling initial orders for food, smallwares, the beverage machine installation and the training. This will be your outline for managing the process.

12 WEEKS OUT

Set up Your Company

If you haven't already, you will need to get your actual company organized and registered with the State and Federal Governments.

You have the option of contacting Legal Zoom www.legalzoom.com or similar online incorporation service that can help you completely set up your company or corporation or using your own attorney.

Hire your Accountant

If you do not already have an accountant and will not be doing your own books you will need to hire one. We will provide you with a chart of accounts and a list of expectations from CTE, Inc. Your accountant should be able to advise you on proper record keeping and income taxes. They must also provide a monthly/quarterly/yearly Profit and Loss ("P & L") Statement that serves as your report card for the financial health of your business. Accurate and timely financials are also a requirement in your franchise agreement.

If you are doing your own books you will need to purchase the QuickBooks Pro restaurant financial management. This is another option if you learn to keep accurate records and keep up with the many changes in business law that frequently occur.

Quick Books Pro has an on-line service for managing your business and your payroll.

There is a small monthly fee. However, you can access and download all your company's information at any time and from any computer.

Federal I.D. Number

Your accountant should be able to set up your company with all the necessary local state and federal agencies. If not, your local office of the Employment Development Department (EDD) will issue a Federal ID number without any fees. This number is to be used for the payment of employee payroll taxes. Have your accountant complete form SS-4 to apply.

During the visit to the local EDD office, you should request a package of all labor posters that you must visibly post in the back room for your team members. This package includes:

- Equal Employment Opportunity
- Wage, Hour and Working Conditions in the Public Housekeeping Industry
- Payday Notice

State I.D. Number

You will need to file for a State Identification Number. Your accountant will know how to complete an application for your specific state.

State Board of Equalization Seller's Permit

The Seller's Permit is obtained from the local State Board of Equalization office. This is necessary for the required payment of State Sales Tax. You will be asked to estimate your restaurant sales. Based on this estimation, the Board of Equalization will require a deposit. Contact your local office and register your company. Please note that there could be a required deposit if your estimated sales reach a certain level.

Obtain Beer/Wine License

The methods of obtaining your beer and wine license vary from state to state, city to city, or county to county. Contact the local Alcoholic Beverage Commission in your area to find out how to obtain the desired license. In some cases, you may be able to purchase an "existing" license if the county has determined not to issue any additional licenses for your area. There are companies that specialize in the resale of liquor licenses you can contact for purchasing.

In most cases, beer and wine licenses are much easier to obtain. Once again, contact your local Alcoholic Beverage Commission in your area to find out how to obtain the desired license.

You will need to pursue this as soon as you have a signed lease as it may take some time to process.

Set up Insurance

You must purchase, at minimum, the level of insurance required by your lease, the state in which your restaurant is located and the Company. As is outlined in your franchise agreement, CTE, Inc. require insurance coverage that must be purchased before the opening date of the restaurant. A certificate of insurance must be delivered to CTE, Inc. before you will be allowed to open.

You must also carry Workers' Compensation insurance and will need this in place prior to sending anyone to train or putting them on payroll.

REQUIRED COVERAGE

General Aggregate	\$2 Million Dollars per occurrence (or \$1 Million Dollars with excess/umbrella coverage of no less with excess/umbrella coverage of no less than \$1 Million Dollars) \$3 Million Dollars aggregate coverage (or \$2 Million Dollars with excess/umbrella coverage of no less with excess/umbrella coverage of no less than \$1 Million Dollars)
Products/Completed Operations Aggregate	\$3 Million Dollars aggregate coverage (or \$2 Million Dollars with excess/umbrella coverage of no less with excess/umbrella coverage of no less than \$1 Million Dollars)
Broad form Contractual Liability; Personal and Advertising Injury	\$2 Million Dollars per occurrence (or \$1 Million Dollars with excess/umbrella coverage of no less with excess/umbrella coverage of no less than \$1 Million Dollars)
Dram Shop Liability (alcohol)	\$2 Million Dollars per occurrence (or \$1 Million Dollars with excess/umbrella coverage of no less with excess/umbrella coverage of no less than \$1 Million Dollars)
Non-owned Automobile Liability	\$2 Million Dollars per occurrence (or \$1 Million Dollars with excess/umbrella coverage of no less with excess/umbrella coverage of no less than \$1 Million Dollars)
Fire Damage (any one fire)	\$1 Million Dollars

If you lease equipment, you must purchase property and liability insurance covering the leased equipment.

Develop Marketing Plan

Now is the time to organize your marketing plan. Once you begin your franchise operations training, you will be given the tools to develop your marketing plan. Marketing, especially at the local level, is very important to your continued success. 85% of your customers will come from a 1–2 mile radius of the restaurant. It is extremely important that you have a strong presence in your trade area and that you are active in the local community.

Review Operations Plan

Now that you have started the construction phase of building your restaurant, take a moment to review this plan so that you have an idea of what needs to be done in the coming weeks. It is time to schedule your in-store training for you and your manager. You will need to have your two week training program completed before your scheduled opening.

To assist you in operating your restaurant, you must hire either a manager or key team members that can be trained before you open. At least one other person besides you must attend the Franchisee Training program. This will greatly assist you when the restaurant opens so that you don't end up working open to close seven days a week! Your success will greatly depend on the quality of people you hire! The sooner you have your key team members trained and in place, the easier and more successful your opening will be!!

CTE can assist in job description and standard job posting.

10 WEEKS OUT

Schedule your Training

Franchisees and Managers must attend the two-week training program at the assigned location. It is comprehensive in-store training that will also be provided on an on-going basis. During your training, you will learn to prep and make all Chronic Tacos™ menu items; how to operate the POS system and back-office computer; how to complete and evaluate the necessary financial reports; how to effectively manage your finances, and how to advertise your restaurant and develop your catering business. You will learn how to manage both the front line and the back of the house. As a franchisee you will be responsible for learning all the federal, state and local laws and requirements that impact your business.

You will need to schedule this training no earlier than after you sign your lease and no later than when construction starts allowing you to complete training about two weeks prior to your scheduled opening date. You don't want to attend the training

cannot retain much of the instruction. At the same time, you don't want to attend the training so late that you cannot oversee the final stages of construction.

Conduct a Competitive Analysis

It is important to know where your competition is located. Analyze your trade area within a 3-mile radius and map out where they are located. Collect menus including catering and know what your competition is doing!

Review Market Demographic Profile

Contact the local Chamber of Commerce or at City Hall for demographic information. Walk and drive the neighborhood surrounding your store and see what is there. Collect information to help you identify catering and marketing opportunities. This will be helpful in your marketing training prior to your opening.

Schedule Food Handler's Certification

Currently many states require that all team members must have a current Food Handler's Certificate and the managers must have a Food Handler's Manager's Card. Different jurisdictions have different requirements. It is your responsibility to know what they are and ensure that your team members are in compliance. Franchisees and Managers must be certified prior to opening. The certificates may also need to be available in their employee files for the Health Department to review. This should be a condition of employment and team members should not start until they have certification.

Hang "Coming Soon" Banner

After celebrating, this is the first thing you should do when you take possession of your location. Let everyone know that you will be opening soon. This can be ordered through the CTE marketing Portal. It is also recommended to order window coverings that will have Chronic Tacos graphics to promote opening. These graphics also keep the construction from public view.

Order Business Cards

Business cards are a great way to connect with your future customers and let them know you are opening. Carry a stack of cards with you whenever you are in your trade area. These are your customers! Contact CTE, Inc. for options for purchasing business cards so that you don't miss any opportunities.

Operating Hours

When determining your operating hours, there are a few requirements. You must be open every day of the week. You should be open by at least 10:00 a.m. and until at least 9:00 p.m. Your trade area may warrant being open earlier or later. If you are in a mall, you may need to adhere to specific mall hours.

Menu Pricing

Menu pricing has already been determined for you unless you are in a new market. If you are in a new market, you will need to gather competitive information and work with CTE, Inc. to determine the best strategy.

POS System (Your Cash Register)

Our current POS system supplier is Auphan. You will need place your order and schedule your installation. All Chronic Tacos participate in the 24/7-support service. This is billed each week from CTE, Inc. Auphan is an integrated POS, Loyalty and Online Ordering platform. CTE will walk you through the process of ordering the POS system.

Our contact at Auphan is:

Joseph Bender
US Regional Manager
Auphan Software
M: (253) 468-4980 | O: (425) 270-7508
E: jbender@auphansoftware.com

Signage Company

You may need to source a local sign company who is bonded, licensed, insured and approved by CTE, Inc. Contact CTE, Inc. for potential options.

Equipment Order

Once your lease has been executed, contact your Equipment Vendors to place your equipment order. CTE, Inc. will provide you with approved vendors. This equipment typically takes between 6-8 weeks for delivery. You may need to secure this order with a cashier's check for either a deposit or the entire purchase.

You may also choose to lease the equipment. We can review the leasing options and terms with you and discuss other options for obtaining your equipment. The equipment **MUST** be ordered as outlined on the construction drawings. The equipment is exactly specified for your restaurant in terms of size, power and manufacturer. No deviations from this list are allowed without specific approval in writing from CTE, Inc. The equipment order must be approved by CTE, Inc. and all required equipment must be purchased and installed prior to opening

8 WEEKS OUT

Smallwares Order

You will be provided with a smallwares list for a typical new restaurant. You will need to purchase a long list of smallwares that includes all the small utensils, storage containers, cleaning supplies, office supplies and additional small equipment you need to run your restaurant. This should be done 3-4 weeks prior to your opening. **The list provided includes everything you need, so review it carefully.**

If you have any questions, contact CTE, Inc. to walk you through the process in detail and explain what the items are used for and answer any questions you might have. Many of the miscellaneous and office supplies may be purchased from local retailers in your area as long as they meet the specifications as outlined. All the items are very important and extremely necessary for the proper functioning of your restaurant! So do not miss anything. Carefully check each order when it arrives for accuracy. You do not want to find out you are missing something the day before you open.

Credit Card/ATM Services

Credit and Debit cards often account for more than 60% of your transactions. Our POS COMPANY can provide information regarding processing. Please review these costs with your accountant as needed.

6 WEEKS OUT

Set Up Utility Accounts

You will be setting up a commercial account for your utilities. A deposit is often required before the service is issued in your name.

- **Electric** – The deposit will be based on 2 months estimated billing. Where there is a case of previous billing, the charge will be determined on that billing. In the case of new service, the charge will be based on the equipment needs and total wattage you require.

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- **Water** – Depending on your restaurant location, the Company supplying the water may be separate from the power company. If this is the case, you need to contact them as well to make the necessary arrangements.
- **Gas** – Make sure the gas company has gas line specification to ensure you have the proper amount coming into the building.
- **Telephone/Internet/Cable** – When the lease has been signed (and when the building has been assigned to an address), order your telephones.
 1. Try to get phone numbers that are easy for customers to remember. Find out if any numbers with the last 4 digits TACO (8226) are available.
 2. The phone numbers should be listed as “Chronic Tacos.” (VERY IMPORTANT)
 3. Install one extension for the phone, and Credit Card/ATM in the front pick up area and the bar counter area and another extension in the office for the phone and computer.
 4. Install a DSL or cable line. You will need this for the POS system to effectively communicate with the POS for trouble shooting and for credit cards.
 5. Wireless Internet Access is needed as music systems are digital and you will want the ability to have internet access in the front of the house.
- **Music System** — We work with a music system called Custom Channels. We worked closely with Custom Channels to curate a playlist that provides the perfect soundtrack to the Chronic Tacos experience. This playlist is updated monthly and new music is rotated in & out. Custom Channels provides a small box that just needs power, internet, to be plugged into your speaker and Amplifier system and is ready to go. Please contact CTE to place your order for the music player and set up your account.

Manager/Key Team Members

Now is the time to have a manager and/or your key team members in place. You must have plenty of time to train them, so they are ready to go when the restaurant is ready. They will need to complete their training prior to construction completion.

Uniforms

A proper uniform consists of:

Pants: Long pants either Dickey Style or Jeans of any shade are acceptable. Pants must be clean with no rips, tears or holes. No sweats.

Shoes: Closed toe with non-slip sole. .

Shirt: Chronic Tacos™ T-Shirt, or approved logo-wear. Shirts must be clean.

Hat: Chronic Tacos™ logo hat or visor must be always worn while working.

Apron: Full, black apron for food prep as needed.

You will need to order new uniforms (shirts and hats or visors) for your team through CTE Merchandise portal. We recommend purchasing enough shirts for 2 each for all part-time and 3 each for all full-time team members and an additional 25% buffer for new hires. Aprons can be supplied by your linen company.

Develop a Staffing Plan

At least 4-6 weeks prior to the opening of your restaurant, you need to determine how many team members that you will need to hire.

Since many new restaurants experience approximately 40-50% turnover during the first 2-4 weeks after opening, in addition to your management team, you should hire a minimum of the following:

- 4-6 Cooks
- 2-3 Prep Cooks
- 6-8 Front Line

Be sure to hire team members that can fill all the shifts throughout the week. There are lunch and dinner shifts for both the weekdays and the weekends. Team members should be available to open and close the restaurant. Be sure you have enough people to cover all the shifts with a little extra to cover no-shows at the start of training.

CTE can recommend options for hiring

Set up your Merchant Account

You will need to establish a business checking account with a bank very close to your restaurant location. Check with the bank regarding night deposits and purchasing charge. Please note that to open a business checking account you will need your Federal ID number, Sellers Permit and State issued ID. Make sure that the bank you are considering can handle Electronic Fund Transfers (EFTs). An EFT account allows for automatic withdrawals of funds by a person or corporation other than the owner of the account.

Pre-Authorized Account

A pre-authorized account is an account for which you give authorization to CTE, Inc. to automatically withdraw funds (ACH) for Royalties and Marketing Funds.

To establish a pre-authorized account, you need a checking account at a bank that allows for electronic funds transfers. This account may be your regular business account or one specifically set up for pre-authorized withdrawals only, whichever you choose.

Once a pre-authorized account is established at the bank, you must give CTE, Inc. authorization to withdraw funds. You must complete a separate pre-authorized form for each location. Contact CTE, Inc. accounting to help you process this.

Once your store opens, royalty and advertising fees will be withdrawn from this account on a weekly basis. You will receive a letter indicating when regular withdrawals will begin.

Set Up All Vendors

You will need to contact ALL your local vendors to apply for credit. When doing so, request a copy of their most current price list and order guide as well. Complete the applications as soon as possible and return them to the vendors for approval. CTE will provide vendor contacts.

Set Up All Vendors

You will need to contact ALL your local vendors to apply for credit. When doing so, request a copy of their most current price list and order guide as well. Complete the applications as soon as possible and return them to the vendors for approval. CTE will provide vendor contacts.

Broad Line Distributor

For quality, consistency, convenience and service, CTE, Inc. currently uses a Broad Line Foodservice Distributor for many food, beverage, paper and cleaning supplies. To service your account when you take over the business, the distributor will need you to establish credit terms. You must complete the necessary credit application from your Broad Line Distributor account representative now so they can process your information and issue you an account number. A majority of items needed in a Chronic Tacos can be purchased through Viele and Sons and Sysco. If you are opening in an area not serviced by Viele, you will receive all of your product from Sysco. CTE can provide contacts for Sysco and Viele and Sons.

Beverage Contract

Coca Cola is our current approved and contracted beverage supplier. Coca Cola™ products can be purchased directly from the distributor or through our approved suppliers.

Beverage Equipment

During the design phase of your restaurant, Coca Cola™ will work with you to determine what kind of equipment you will need to install.

Beverage Dispenser

Chronic Tacos default dispenser is a 8 head machine that supports a ice maker. Please check with us for a list of the required beverages. The demographic profile may be different from location to location so you want to choose the products that will sell in your area. You will need to make this decision in the design phase of development. CTE can provide you with the Coca Cola account representative

Ice Machine

Your beverage dispenser will need an overhead ice machine. Please work with your Coca Cola representative to ensure that you are purchasing the right equipment.

Set up Payroll Service

We strongly recommend that you contract a payroll service to handle all your payroll needs. They will also keep you aware of any changes in labor laws that come down the road. Many times the bank that you have your business checking account will offer this service as well. We recommend that you pay your staff on a bi-weekly basis or a minimum of twice monthly, which is required by law in many states. Offering Direct Deposit is a benefit to both you and your staff.

Order Federal and State Labor Multi-Posters

- Discrimination
- Minimum Wage
- Harassment
- Emergency Medical
- Workers' Compensation Insurance
- Equal Employment
- Notice for Work Injuries
- Unemployment and Disability Benefits
- Emergency Telephone Numbers
- Child Labor Laws

Contact your specified state agency for the correct legal postings as they may differ from the ones listed above

Set up Phone List for Vendors

You should begin organizing your office and setting up a file for all the important phone numbers you will need. Whenever you get a new number, add it to the list so you will not misplace it.

Set Up Company E-mail

We will frequently contact you with information during the pre-opening/transfer process. Please make sure you have an email set up and that it is checked regularly. CTE, Inc. does not provide or set-up “@eatchronictacos.com” emails for anyone other than head office employees. We recommend setting up a Gmail or other provider account. Please do not use “Chronic Tacos” in your email. You can use CT plus the city name. For example, ctlagunabeach@gmail.com

Purchase Computer/Printer/Scanner

Be sure your technology is new and capable of utilizing all methods of communication. We are constantly exploring the latest methods of making the guest experience work for today's customers and keeping pace with technology is critically important to our image.

Develop Restaurant Operating Policies

Your Restaurant Policies and Procedures are crucial to establishing your expectations and accountabilities. You will need to make decisions on how you will manage your team members regarding tardiness, no-shows, smoking, employee meals, mobile phones, parking procedures, oral and written behavior procedures, performance appraisals, pay scales, pay days, and much more. To help you design your own restaurant policies we recommend that you develop an Employee Handbook incorporating the specific laws of your state. This should be done with the support of an HR service or attorney. Before you hire anyone for your restaurant, you should have these policies finalized and printed for distribution as part of the new hire paperwork. This will serve as the rule and regulations for your company as well as providing communication to the entire team about what behavior is accepted or not. In case of any problems that might arise with unlawful discharge or discrimination claims, all

team members will sign a receipt as acknowledgment of receiving this information and completely understanding all the contents.

We recommend this to be part of the team member orientation you will conduct on the first day of training. There should be a signature page at the back that each employee will sign acknowledging they have reviewed the handbook and completely understand your policies and procedures.

4 WEEKS OUT

Develop your Grand Opening Plan

By now you should be completing your in-store training and should have scheduled a time with CTE's Marketing team to learn how to market your taco shop. One of the first things you will be planning is one or more pre-opening VIP parties for all your friends, family, employee's friends and any business contacts or business owners you want to invite to your restaurant. You might also offer a pre-opening event to benefit a local charity. This is a great way to introduce your restaurant to the community and secure local business contacts. This will all be covered in your marketing training.

Order POP Materials and Signage

You will need to order the following materials from CTE, Inc. or through the Chronic Tacos portal:

- Menu Boards if not using digital menu's.
- Banners
- Coming Soon
- Now Hiring
- Now Open
- In-store signage
- Food Posters and POP
- Sneeze guards clings
- Gift cards
- Business Cards specific to your location
- Hours of Operation signs
- Take out menus
- Location listing on our website
- Recruitment ads
- Hours of Operation sign
- Telephone & Catering Order materials
- Operating and Training tools

Contact Food & Beverage/Beer/Wine Vendors

It is now time to call them to verify that you are set up for a delivery schedule and time. You should be sure all your paperwork has been processed and you have a customer number and have received an order guide from each vendor. You will need set up on-line ordering with all your other food vendors and have a scheduled organized for deliveries.

You will need place your first order with Cintas to receive all the cleaning supplies, soap and paper towel dispensers you need to have in place in order to receive your health inspection. **YOU CANNOT RECEIVE ANY FOOD UNTIL YOU HAVE PASSED INSPECTION BY THE HEALTH DEPARTMENT.**

Schedule Team Member Training

CTE, Inc. will provide a training team to help you open your restaurant. They will assist you during pre-opening and opening stages. They will follow up with you to ensure all the necessary tasks are being completed so that nothing is forgotten. The training team will usually arrive on the day of your orientation and will have the opportunity for you to introduce them to your team. They will conduct the training pre and post opening while you focus on opening and operating your store.

Start Hiring

Set up a system for how you will process the stream of applicants and applications. We recommend that you have designated times and locations for receiving the applicants as well as a filing system for the applications and inviting the ones you are interested in for a second interview. During your hiring process, look for team members who exemplify Chronic Tacos. Team members must be friendly, outgoing and can connect with our customers. Only hire the best and always check references.

Follow up on Equipment

Call your vendors and make sure you will have everything prior to your opening date.

Obtain Business License

A business license is obtained from City Hall of the city your restaurant is located. This is a permit allowing you to conduct business in the city where your restaurant is located. Be prepared to pay a small fee for the permit. It should be posted prior to opening. You should purchase a frame and place the business license inside then post it in a conspicuous place.

4 WEEKS OUT

Follow Up on Construction

You will need to create a punch list of all minor construction and miscellaneous repairs that still need to be done. By making this list, these items can be properly delegated and repaired without delaying the timing of the opening. Be sure you are following the outlined and planned time schedule so that the opening is still on track. If you are falling behind, please contact CTE, Inc. immediately and keep them up to date regarding the progress of the construction. Timing is critical and you want to effectively communicate any setbacks that would postpone the opening. Trainers are sent when you are fully hired and ready to begin training – which also means being able to cook food from day one.

You will need to plan your opening VIP Party and you do not want to print the invitations until you are sure of the date. Constantly track the progress of the team so you can plan the timing of the opening.

Call Cintas

Contact Cintas to schedule your installation. CTE has a default order guide with contract pricing in place with Cintas. CTE can provide the contact information for Cintas.

Follow Up on Hiring

Track your progress regarding the hiring of your team members. You should have interviewed many qualified applicants by now and are well on your way to creating a great team. Now is the time to change your hiring strategy if you are not receiving any qualified applicants.

Set up POS System

Take the time NOW to understand how the system works and become very familiar with its operation. All POS equipment fails at some point. Be prepared to operate the 'old school' way. You will need a manual credit card imprinter and sufficient cash reserves, manual guests checks, pens and small, battery operated calculator to add guest checks, compute the tax and total. Keep tools in a secure place so they are ready when you need them and don't get used when they shouldn't.

Purchase Office Supplies

Purchase office supplies about one week before the opening so you can get the office organized and ready to go BEFORE you open and not afterwards. This will greatly benefit you during your opening to have everything you need, a place to put all your paperwork and all your files organized so that you can focus on the restaurant operations and not be creating a mess in the back.

Write Opening Training Schedule

Work with CTE, Inc. to write an opening training schedule. Set up two separate teams that will work the lunch and/or dinner shifts and schedule them at different times to come in and work the restaurant while the other team is relieved. Typically, you will schedule a team from 11:00 a.m. to 3:00 p.m. and another team from 4:00 p.m. to 8:00 p.m. This will allow you to see everyone working during the first week. You may have your full-time team members work both shifts to strengthen their skills.

Set Up Pest Control Service

Monthly service is required to keep all pests out of the restaurant. Ask neighboring restaurants for recommendations on professional services and, based on your location, schedule regular service as needed – monthly at minimum, more frequently if necessary. Ideally, you should have your first major service prior to kitchen equipment being installed and then again before you bring food or unpacked smallwares into the restaurant.

Contact Fire and Police Departments

Be sure to contact the local Fire and Police Department to let them know you are opening. For the Police, you want them to know you will be open for business so they will come by occasionally to be sure you are safe and secure. You can introduce them to Chronic Tacos during your pre-opening training.

Review VIP Party Plans

Be sure you are on track for the VIP party. Check the progress of the construction so that there will not be any delays that could postpone the party. You should have mailed or emailed all your invitations by now and should be receiving RSVP's to get some idea of how many people will come. Be sure you have invited all the business leaders in the community and have released the press releases to the local media.

Schedule your guests in 15-minute increments to simulate normal business. Remember the other reason you do this is to provide practice in a controlled environment.

Opening Week Projections

Review your opening week sales projections with your CTE, Inc. trainers. This is critical to ensure you will order enough food and schedule correctly for the first week sales. Set your sales/labor projections weekly so you have goals to shoot for and you can track your progress week-to-week. This is also important as you put your schedules together. Projections are how you plan what your business is going to do and how you plan all your expenditures such as food, labor, marketing etc. as a % of your expected sales.

Obtain Health Certificate

CHRONIC TACOS

Either you or your contractor will contact the Health Department in your area to obtain a license to sell food on premise. Once the restaurant passes the final health inspection, you will receive a certificate that must be posted in a conspicuous location. This is usually a County requirement. In locations where cities use a letter-grade system, you will be required to maintain an 'A' rating. Anything less than an 'A' rating reflects poorly on the entire brand and is not acceptable.

YOU MUST PASS YOUR HEALTH DEPARTMENT INSPECTION BEFORE BRINGING FOOD INTO THE RESTAURANT FOR SALE AND PRIOR TO THE TRAINING TEAM

4 WEEKS OUT

TRAINING BEGINS

Follow Up construction

You should make a list of all minor construction and miscellaneous repairs that still need to be done. By making this list, these items can be properly delegated and repaired without delaying the timing of the opening. Be sure you are following the outlined and planned time schedule so that the opening is still on track. If you are falling behind, please call your Chronic Tacos™ Training Coordinator immediately and keep them up to date regarding the progress of the construction. Timing is critical and you want to effectively communicate any drawbacks that would delay the opening.

Follow up Remaining Smallwares Order

By now you should have received most of your smallwares order. Double check to be sure you are not missing anything. You should check off the items received to the original order you placed to be sure you will have everything you need for opening and do not have to scramble at the last minute to purchase items that were not received.

If something is still missing, get it now!

Follow Up Hiring

Track your progress regarding the hiring of your team members. You should have hired all of the team by now!

Keep filling in the blanks on your Hiring Plan to be sure you are hiring the right people for the shifts you need to cover. You should not be caught with team members that cannot work certain shifts. By now, you should have ALL the shifts covered. Follow your plan and track your progress.

Set Final Date for Opening

By now, you should be very sure when you are going to open the restaurant. You should have already had the first inspection of the Health Department and received a punch list of any items that are missing. You should have set a timetable to take care of these items and re-scheduled a return visit to receive final approval to open the restaurant. Contact your Corporate Trainer and communicate this date to them so we

Set Final Training Schedule

Once you set your opening date, schedule your training to begin approximately 1 week prior to that date. The first day will be the orientation where you will review all the restaurant policies and procedures and complete paperwork. The training will be conducted by a team of CTE, Inc. Trainers and trainers/managers from your team throughout the week leading up to the VIP party.

Post Hours of Operations on Front Door

Before opening the restaurant, you need to post your operating hours to let your customers know when you will be open and closed.

Display All Marketing Materials

Please post all the marketing materials as required by CTE, Inc.

Completely Organize Office

Now is the time to get your office organized BEFORE you open and not after! Your store will run so much smoother if you are organized before you open. This will allow you to focus your efforts on your team members, your restaurant operations and most importantly, your customers! Ensure you have a lockable filing cabinet, safe, computer, printer/scanner/copier.

Work with your HR Company to ensure you have copies of all the necessary paperwork.

Check Prices in POS System

When your POS system arrives, the pricing information should be programmed into the software. However, you should check to be sure the prices match your menus. You want to be completely consistent throughout all your marketing materials. Check the prices to be sure they are accurate. Remember, only management can change prices in the POS. Do not train hourly team members how to do this or grant access to them for administrative changes.

Place Food Orders

The first food order will be delivered on any day you need it to be. But remember, all subsequent orders will only be delivered on your specific delivery days and not when you need it! Take the necessary time to review it carefully and order the right amount of food. You do not want to miss anything on your first order.

Be sure to get the time of arrival so you can schedule many of your new team to be there to receive the order and put it away. This way, you can start training the team on how to receive food orders and to organize the walk-in, freezer and the dry storage areas. **Remember, everything has a place and there is a place for everything!**

As deliveries of refrigerated or frozen products begin to arrive, check the temperature of those items before they come off the truck. If they are not at the correct safe food temperatures, do not accept the merchandise. Make it clear to the delivery person and the vendor that you will not accept food delivered above safe temperatures.

Place Initial Beer Order

We recommend an assortment of bottled beer unless you have a bar.

Set up Operational Systems

You must post and use all required Operational Systems. These are necessary to ensure the efficient operation of the store. Most items can be found on the Chronic Tacos Portal. You will receive a Recipe Book and necessary tools as needed for opening.

Complete All New Hiring Paperwork

Work with your HR Company to ensure you have all of the required documents and processes in place. Check your state's requirements. **It is your responsibility to know these requirements.**

Organize Entire Restaurant

The week before opening, you will be posting all the training tools, food prep tools, and all the operating systems you need to run your store. You will be placing your food order in the appropriate places throughout the restaurant such as the walk-in, freezer and the storage areas. It is also very important to completely organize your restaurant before training so you are ready to train. Just remember, **“A place for everything and everything in its place”**. This will allow you to show your team members where everything goes and communicate to them you are ready and organized. You will not have the time when training starts so get it done now.

Pick up Change Fund

You will need to go to the bank and get a change fund and/or petty cash to set up your cash register drawers and the change for the safe.

Follow up on VIP Party

By now, you should have handed out all the invitations for the VIP party and organized your team into two different shifts. Check to see that you have invited the business leaders and important contacts to the party to show off your store. Make sure that you collect their contact information including name, company, telephone, address and email address for future marketing efforts.

Set up Telephone/Take Out Order Area

The telephone answering area in your restaurant must be set up and organized. You should have telephone order pads, catering forms, menus and pens placed in an organizer by the telephone so you have all the materials you need when a customer calls in an order. Remember, whenever the telephone rings, there is a potential customer on the other end that is just as important as the one standing in front of you!!

Post Emergency Phone Numbers

In addition to keeping the information at the cashier area, remember that all emergency telephone numbers must be posted on the bulletin board in the back or on the required Labor Posting sheet. This is a requirement by law as well as a safety precaution in case the numbers are needed.

Post Fire Extinguishers

Fire extinguishers are required to be readily available in the restaurant for emergency use. The fire department will tell you where to mount them. These are for minor emergency use only and cannot be expected to put out a large fire. As soon as you see fire, call the fire department immediately! There are many services that supply the right type of extinguisher for each area of the restaurant. They will install the proper equipment, tag it and return as needed to replace and retag. Anytime an extinguisher is used, the service must be called to come and replace the equipment.

Label Breaker Box

Before your construction contractor finishes, be sure he/she labels the breaker box so you know where all the breakers are for all your equipment. On occasion, the equipment may throw a circuit breaker and you want to know which piece of equipment is doing this. This way, you can isolate a possible electrical problem and fix it before something serious happens. Keep a copy of the breaker panel schedule on file.

Post Business Licenses/permits

By now, you should have already received all your business licenses and permits from the city in which you are located as well as your liquor license. You will not be able to purchase beer without having the license on site. You should also place all permits and licenses in nice, matching frames. Remember – never scotch tape anything to the walls, doors, and windows of the restaurant. Display licenses, permits, letter grades and legal posters exactly where they are required to be posted.

Post Food Handler's Certification

Most County Health Departments require that at least one person per shift at your restaurant be certified in safe food handling. Many communities now require that all team members have a food handler's card. By now, you should already have this done. Current Food Handler's Certificates must be posted in the restaurant prior to the opening date. Place it or them in nice frames so they will not become soiled or destroyed.

Place Thermometers in all Refrigeration

When you ordered your smallwares, you should have received additional thermometers to place in your equipment to monitor the temperature. The walk-in cooler has a thermometer located by the door. You should place an additional thermometer in the back of the walk-in, for there will be a difference in temperature from the back of the box to the front. The same applies for the freezer. Sometimes the thermometer on the door will malfunction and the only way you can check it is with another thermometer.

Set up Bulletin Board

A bulletin board is a great way to keep the lines of communication open with your team members. Find a location in the back of the restaurant and post a board where you can display the schedule, post any memos, post the latest Health Department inspection (as required), post party orders, etc. You should also designate an area for scheduled requests that is available for everyone. Then train the team to check the bulletin board each time they work so they do not miss anything.

Install First Aid Kit

Your first aid kit should be mounted in a conspicuous area that is accessible to everyone at all times. Do not place in a filing cabinet or drawer where someone might not know where it is. There are plenty of areas in the back where it can be mounted that are very visible. Be sure to keep it completely stocked for you never know when you will need it. Check it often. Remember to keep the kit always stocked. Check it every couple of days. All food handlers should be wearing gloves at all times when handling food. This is especially critical if they have cuts/burns/Band-Aids on their hands/fingers.

Completely Clean Restaurant

Once construction is completed, the store must be cleaned thoroughly. You may have already included this in your build-out schedule. If you didn't, you will need to bring in a cleaning team or your team members.

All NEW utensils must be washed and sanitized thoroughly before using! Even though the utensils are new, they must be thoroughly washed and sanitized before using. When the smallwares order arrives, bring in 2-4 team members to help you break them out of the cases, wash them and place them in their designated areas on the shelves in the back. They can also help you receive your food order when it arrives and get the restaurant completely organized. **You will need to complete their required paperwork prior to orientation since you will be paying them.**

Don't forget to have the pest elimination company in one or two nights before the official opening.

Pre-Opening Training

Training will be conducted with your team members during the week prior to opening in a controlled environment. This is a great opportunity for you as their leader to demonstrate your Chronic Tacos knowledge. Even though you have the training team there to make training happen, step in and demonstrate your skills whenever possible.

You will be responsible for scheduling your team using the schedule provided below. A lot of product will be used during this week. Don't shortcut! Your team will never have the practice time again and this will pay off in the long run. Contact local businesses, police department, fire department, etc. to donate food when possible.

Please limit trainees to no more than three or four per trainer to ensure everyone gets appropriate attention and has the opportunity to practice.

POSITION	TRAINER	DAY 1 ORIENTATION	DAY 2	DAY 3	DAY 4	DAY 5	FRIENDS & FAMILY	OFF DAY
Prep/Cook 1st Team	#1	10:00 a.m. – 5:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 3:00 p.m.	3:00 p.m. – 10:00 p.m.	N/A
Prep/Cook 2nd Team	#1	10:00 a.m. – 5:00 p.m.	4:00 p.m. – 8:00 p.m.	4:00 p.m. – 8:00 p.m.	4:00 p.m. – 8:00 p.m.	4:00 p.m. – 8:00 p.m.	3:00 p.m. – 10:00 p.m.	N/A
FOH 1st Team	#2	10:00 a.m. – 5:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 3:00 p.m.	3:00 p.m. – 10:00 p.m.	N/A
FOH 2nd Team	#2	10:00 a.m. – 5:00 p.m.	4:00 p.m. – 8:00 p.m.	4:00 p.m. – 8:00 p.m.	4:00 p.m. – 8:00 p.m.	4:00 p.m. – 8:00 p.m.	3:00 p.m. – 10:00 p.m.	N/A

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You will be responsible for choosing your team to work Friends and Family. Recommended Schedule is 3:00 p.m. to 10:00 p.m. if Friends and Family is from 5:00 p.m. to 8:00 p.m.:

- 2 Cashiers-Rotating on “cash”, stocking, and cleaning dining area.
- 3 Prep/Cooks-Rotating on Prep, Cooking, Fry and Dishes.
- 3 Hot/Cold-Rotating Hot Table, Cold Table, and Backing up both Hot and Cold as needed.

AFTER YOU OPEN

Marketing Plan

Now that you are open, your main concern will be the operations of your restaurant. Start your marketing plan as soon as possible. You only get to be new once.

Remember, your best marketing tool will be your restaurant operations!

Continue Training of all Team members

Training is ongoing. Continue to focus on great service and product. Follow the systems that are set up to assist you. Be sure your team members are not developing any bad habits and continue to follow the recipes as outlined in the recipe book. You are always training your team about something. Begin to counsel and document your weakest performers and let them know improvement is required to continue. Utilize the training team to help you get more people cross-trained. This will help you get control of your labor even faster.

Set up Evaluation Timetable

Timely and constructive feedback for you and your team is one of the best ways to keep moral high, ensure good operations and provide solid communication that is necessary to run a great taco shop. Use the skills assessments found on the Chronic TacosPortal to document good performance along with opportunities for improvement.

Follow up Restaurant Maintenance

You should have daily, weekly and monthly tasks that need to be started immediately to ensure your new equipment will function correctly and that the store stays clean. Even though the equipment is new does not mean it will last forever. You still need to clean the filters each week, adjust the thermostats, clean the coils and service the equipment on a regular basis. Ideally a PM service in spring and fall will help keep equipment operational longer and ultimately save you money.

Review Local Restaurant Marketing Plan

Most of your business will come from a 1-2 mile radius of your location. This is where you need to focus the bulk of your marketing and advertising efforts. The more you target the local community, the better your sales will be. Outline a plan for reaching **30**

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the admins, store sales people, office personnel, and businesses in the surrounding area that will order from you. Collect business cards and create a database with all the information. You can target them with party sales offers; send e-mails with upcoming activities to drive them to your restaurant. These efforts will have the greatest impact on your sales more than any other. So get out there and make those contacts and drive the business in.