**The Rise of Entrepreneurship Brings More Competition to the Restaurant Industry**

Within recent years there has been an increase in people that want to start their own businesses. The competition in owning a restaurant has grown vastly. Therefore, it is crucial to make sure you are taking the right steps to succeed in your business venture.

The following are some things to go over and consider before you decide to open a restaurant:

1. **Provide Remarkable Customer Service.** When a customer goes to a restaurant they expect to be treated like loyalty, otherwise, most people would just eat at home and save money. A restaurant’s service needs to make them stand out above the rest to ensure the customer keeps coming back. Businesses rely strongly on word-of-mouth from previous customers to keep their business booming.
2. **Find Your Restaurant’s Specialty and Stick to It.** Have you ever heard of the phrase, “You can’t please everyone?” It describes exactly what happens in the restaurant industry. Find out who your target customer is and focus on what attracts them to your restaurant. If you make your restaurant too broad and try to accommodate every person, chances are when your target customer is looking for a place to eat; they’ll skip right over yours because it doesn’t show as a good fit for what they’re trying to find. Customers are more inclined to be drawn to a specific type of food vs. a restaurant with a very vague menu. For example, a customer is more likely to search for a restaurant that is known for being gluten-free instead of a place that only has a few gluten-free items. It shows that they have more options to suit their needs.
3. **Accommodate Customers with a Comfortable Environment.** Perhaps someone is dining out because they’ve had a long day with work or the kids and didn’t really want to cook. It is important to create a welcoming atmosphere where customers feel comfortable. If being cozy is not your restaurant’s style (which would be a rare situation), you will still want to make sure your restaurant has something that is appealing for the customer to make them want to stay. A family restaurant, for example, is going to be appealing to young families if it has clean and easily accessible bathrooms, a kid’s menu, fast and friendly service and is affordable.

Whether you want to open a fine dining restaurant or a family-friendly diner, these are some things to take into consideration. Always remember, making sure the customer is happy is essential for your business because without them, your restaurant won’t be around for long.