



Rollercoaster Ride of the Hospitality Industry

The last few years have been a roller coast ride for the hospitality industry. The seesaw ride of opening, closing and adjusting to takeaway only has caused great havoc and chaos. **Challenges included:**

- patron and staff expectations,
- product ordering and stock levels, and
- communicating your trading times to your community.

It certainly was a testing time for business owners. Unfortunately for some they did not survive the constantly changing environment.

For those who did survive, there have been different residual flow on effects for business. Some have seen a return to normality, others have repositioned themselves and a fortunate few are endeavoring to manage new high levels of demand.

Expanding your business can be done in a variety of ways

Capacity

Depending on your seating licence, you might be able to rearrange your existing footprint by expanding

into outdoor areas. If an adjoining premise is vacant, there might be another opportunity for you there as well, subject to DA approval of course.

If these are not an option, then re-evaluating your existing layout and size of furniture may create an increase in seating numbers.

However, increased seating numbers generally require back of house improvements – if not in the workspaces, potentially in your cold and dry store areas to allow for higher stock levels to cater for increased turnover. You may have unused areas for storage expansion currently not used (or suitable) for patrons.

Efficiencies

If additional space is simply not available, then many businesses look for new ways to increase the turnover within the existing space. This can be a more cost-effective solution over the long term.

Reconfiguring your kitchen to create more space or improving workflows could be a starting point.

If you wish to improve front of house operations, then a new point of sale system may help. Introducing electronic ordering systems from tables has been popular with many renovations.



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Repositioning for growth

If you need to entice old business to return or attract a new clientele, things may be different. A completely new concept or repositioning of your venue could be in order. The extent of these works may vary from a simple coat of paint and reorganising furniture to a complete rebranding with new signage, a fancy fit out and a new menu to appeal to a broader market of patrons.

Re-positioning your business can also mean different things – adding a takeaway service or becoming more or less formal.

There are many factors you need to take into account when refurbishing or modifying your establishment. Contact us for our article **“Considerations Before Renovating a Hospitality Venue”** to assist in the thought process.

Where do you start?

All these activities require you to:

1. *Set aside dedicated time to strategise, plan and manage.*
Don't let everyday activities distract you from driving the change required. Take time away from the business to think about what you really want and how you want to achieve it.
2. *Innovate your thinking to arrive at different alternatives.*
Ask trusted others who are outside the business and do not have the same level of emotional attachment as you. Their perspective will provide insight. Staff and regular customers would no doubt also have some suggestions for you to consider.
3. *Seek professional help to deliver your vision.*
It is often best to speak to colleagues within your industry (designers, suppliers, trades people) and seek recommendations for preferred suppliers, consultants and contractors.
4. *Explore the necessary financial resources to fund the changes.*
That is where we can help. We often find that the process of modifying or renovating your hospitality venue commences with determining your available budget and potential borrowing capacity.

While it is easy to understand your available cash resources, sometimes understanding your borrowing power is a little harder and will require our expertise as your finance specialist. Obtaining finance for any worthwhile business project may take some creative financing solutions that major lenders may not have as options.

It is always best to start your journey with a chat to arrange a brainstorming session about the ideas you have and want to achieve with your business. Reach out, we'd love to help create your dream.

Contact us for our fact sheet
‘Considerations Before Renovating a Hospitality Venue’

