


# Running a Bar For Dummies

*By Ray Foley, Heather Dismore*

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**Running a Bar For Dummies** By Ray Foley, Heather Dismore

**Get insider details on how to operate a successful bar**

*Running a Bar For Dummies, 2nd Edition* shows established and future bar owners how to establish and maintain a successful business. Using clear, concise language, this *For Dummies* guide contains all the information you need to start your bar off on the right foot. From grand opening to last call, you'll discover the insider tricks that keep the business end running smoothly and the customers happily engaged. With updated information on marketing and social media, the book walks you step by step through the entire process, revealing the nitty-gritty details most new bar owners only discover after starting.

The bar business continues to grow; however, securing running capital and having knowledge about the business are cited as the two biggest reasons new bars fail. *Running a Bar For Dummies, 2nd Edition* shines a light on these issues to help bar owners prepare properly. The book helps you find your way through the maze of licensing and permits, developing a business plan, and preparing for your grand opening, plus offers clear, no-nonsense guidance on dealing with tough customers. Every step of the way, *Running a Bar For Dummies, 2nd Edition* is a reference you can count on.

- Understand the bar business and important legal issues
- Stock the necessities, including equipment and inventory
- Promote your business using marketing and social media
- Manage expenses and control cash flow

When run correctly, a bar can be an extremely profitable business, but the key to success is knowing exactly what you're getting into. By recognizing common problems and teach you how to adapt quickly to changing conditions, *Running a Bar For Dummies, 2nd Edition* provides the information you need to develop those skills, and get your bar started.

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## Editorial Review

From the Back Cover

***Learn to:***

- Write a business plan, obtain a liquor license, and make a profit
- Stock your bar like a pro with great selections
- Plan top-notch drink and food menus
- Hire and train a winning staff

**The easy way to break into the bar business**

If you want to BYOB (be your own boss) and fulfill your dream of running your own bar, this hands-on, friendly guide has everything you need to get started. You'll discover how to obtain a liquor license, manage inventory, plan drink and food menus, meet financial and legal requirements, attract customers, make a profit, and more!

- Raise a glass — get a crash course on the bar business, including tips for getting started, creating your concept, picking your name, and deciding whether you have what it takes to liven your town's nightlife
- Setting up — find the best location for your business, make it into your own, and stock your bar, from equipment to appliances, bourbon to beer, and everything in between
- Please your patrons — discover tips to find, train, manage, and retain employees who will keep customers happy—and your bar stools full—every night of the week
- Money matters — get trusted guidance on how to buy products the right way to effectively manage your inventory and cash flow, and find out which numbers to watch in the bar business

**Open the book and find:**

- How to put your business plan together
- Tips on planning and creating your menus
- The scoop on keeping your bar's bottom line from hitting bottom
- Advice on how to bring in new customers while still keeping your regulars
- Ways to build goodwill in the community and reap the rewards in your business
- How to avoid common problems that plague many a bar owner

About the Author

**Ray Foley,** a former Marine with more than 30 years of bartending and restaurant experience, is the founder and publisher of *BARTENDER* magazine. **Heather Dismore** is a veteran of both the restaurant and publishing industries. Her published works include *Running a Restaurant For Dummies*.

## Users Review

**From reader reviews:**

**Lillie Levine:**

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