

MONEYWISE MANAGER™

GAIN THE KNOWLEDGE & SKILLS TO MANAGE YOUR RESTAURANT'S FINANCES & MARKETING EFFECTIVELY TO INCREASE YOUR OPERATION'S PROFITABILITY





AN UNINTIMIDATING APPROACH TO LEARNING FINANCIAL MANAGEMENT & MARKETING PRINCIPLES

DON'T LET A LACK OF FINANCIAL MANAGEMENT OR MARKETING KNOW-HOW HOLD YOUR PROFITS BACK

Most restaurants are owned and operated by people without a background in finance or marketing. But without an understanding of these concepts, a restaurant won't be around for long or won't yield the financial success of a well-run business. The MoneyWise Manager™ series allows for owners and managers to learn important financial and marketing concepts quickly and provides strategies to implement those methods for an immediate positive effect on the bottom line.

This series is built to empower independent operators

by providing foundational financial education and sound marketing strategies that, if implemented, have a high probability of increasing profits.

In a competitive industry like the restaurant business, having a strong understanding of financial and marketing principles can give owners and managers a competitive edge. MoneyWise Manager™ helps them improve their operations and make more informed decisions, which can lead to increased competitiveness and monetary success.

Easy Access to Critical Information that Will Increase Profitability.

Running a successful restaurant requires more than just great food and service. Owners and managers must have a solid understanding of money management procedures and marketing strategies to ensure profitability and sustainability. The MoneyWise Manager™ series educates in the knowledge and skills needed to effectively manage an operation's finances and promotional efforts.

Some of the biggest challenges facing restaurant owners and managers are controlling costs and crafting effective marketing promotions. This series specifically teaches operators how to identify opportunities for cost savings, how to budget effectively and how to develop marketing collateral that yields results.

ESTABLISH A SOLID UNDERSTANDING OF FINANCIAL MANAGEMENT PRINCIPLES & MARKETING STRATEGIES

In this interactive and engaging 10 micro-course series, operators will be led through concise, easy-to-understand and industry-relevant training in:

- Introduction to Profit & Loss Management
- Understanding a Profit & Loss Statement
- Examining a Profit & Loss Statement
- Budgeting & Forecasting: How to Do It & and Why It Is Important
- Cost Management
- Understanding & Implementing a Pricing Strategy
- Revenue Management
- Managing Cash Flow
- Developing an Action Plan for Your Operation
- How to Use Marketing to Increase Profitability

Each module in the MoneyWise Manager™ series is approximately 15 minutes in length and concludes with a 10-question assessment. Modules are fully narrated and include an interactive glossary of terms.



Better understand your financial position & promote your business image to improve your restaurant's operations.

INCREASED PROFITABILITY. When a manager understands the financial aspects of running a restaurant, they are better equipped to make decisions that can increase profits. They can identify areas where costs can be reduced and find ways to increase revenue.

BETTER BUDGETING. A trained restaurant manager can create a budget that accurately reflects the restaurant's financial situation. This budget can help to guide decision-making and ensure that the restaurant operates within its means.

IMPROVED INVENTORY MANAGEMENT. A restaurant manager who understands cost control can manage inventory more effectively. They can identify areas where waste is occurring and find ways to reduce food costs.

BETTER CASH FLOW MANAGEMENT.

A manager who is trained in financial management can ensure that the restaurant has enough cash on hand to meet its financial obligations. They can also identify areas where cash flow can be improved.

MORE EFFECTIVE MARKETING EFFORTS.

An owner/manager who better understands marketing and social media strategies can create promotional campaigns that yield better results.



MANAGER TRAINING SERIES

Sign up for MoneyWise Manager™ today and start taking control of your finances and promotional efforts.

<https://foodservicetrainingportal.com/moneywise.html>

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