



ANNUAL VM CHECK UP

Café or Restaurant

The Shopfront:

1. What is the condition of the paint or other material on the shopfront?
2. Is the signage clear and easy to read? Is the information up-to-date?
3. Do you have any lighting illuminating your signs or your entrance (if applicable)?
4. Is your entrance visible and accessible by someone pushing a pram or in a wheelchair/motorised scooter? (i.e. do you have excess stock blocking the entry?)
5. Does your shopfront open up completely, that is, now window area?
6. Do you have an A-frame (or other) signage on the footpath and does it comply with any Council policies? What information do you have on it and is it relevant/current/enticing to customers?
7. Do you have tables and chairs that spill out into the shopping centre's walkways/aisles? If so, what is the condition of the furniture and does it suit the image of your business?
8. Do you have umbrellas or cafe barriers? If so, do they have your own branding or do they feature a supplier's corporate branding?

The Shop Window (where applicable):

9. Is the glass on the windows clean?
10. Do you have merchandise or seating in your shop window?
11. Would a customer be comfortable sitting in the window space or would they feel 'exposed'?
12. What style of seating/furniture do you have for customers in this space? Is it different to the rest of the decor in the shop?
13. Do you have special signage on the window to provide a sense of 'privacy' (e.g. frosted window decals) or some sort of window covering?

The Dining Space:

14. What is the 'welcome' experience upon entry?
15. Is the shop cleaned regularly?
16. What condition are the walls (paint) and floors?
17. Is the decor, colour scheme appropriate to your image and clientele?
18. What is the condition of the shop furniture? Do they need updating/replacing?
19. Do you have more than one mode of seating option

for your customers? (e.g. bar stools at the counter/window, lounge areas, banquette seating, different styles of chairs etc.)

20. Do you have different sizes of tables (e.g. square tables for four, communal table/s, table for two, or lots of small tables that can be arranged to suit larger groups)?
21. Is there a 'waiter's station' for customers to get their own water?

Food Presentation (where applicable):

22. Have you got food on display? Are they well ticketed (product description and price)?
23. Is the food presented neatly and in an enticing way (e.g. decorative platters/bowls, garnish)?
24. Is the food well-lit?
25. Do you have packaged goods for sale? Are they displayed to 'add character' to your shop presentation and can they be accessed by the customer? Are these goods re-packaged in your own shop branding?

Ambience/Mood/Extras:

26. Do you play music in your cafe/restaurant? Is it appropriate and at the right volume?
27. Is the space appropriately lit? Do you have additional 'mood' lighting to add character to the space?
28. How are the tables set up? With cutlery/condiments/menus on the table already?
29. Is the menu up-to-date? Do they need to be reprinted (e.g. showing signs of age, or displaying too many 'edits')?
30. How is the food displayed? Do you have special signature crockery/cutlery?
31. Is the kitchen visible? If so, do you use this as an opportunity to add 'theatre' to the customer's experience?
32. Do you display fresh flowers/edible plants on tables?
33. Do you provide toilets for your customers? If so, what condition are they in? Do you provide extras like quality hand-soap/creams, hand-dryer or hand-towels?

Circle all the numbers to the questions you need to follow up and use the 'Notes' page at the end of this booklet for actions to follow up.