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IRG Concepts

Subject

- Our Step-by-Step Process as Your Food and Beverage Consultant
- At IRG Concepts, we guide you through every stage of bringing your restaurant vision to life. Our structured approach ensures transparency, efficiency, and success. Below, we outline the key steps from our initial meeting to the grand opening—and beyond, including post-opening training and support. This process is tailored to your unique needs, and we'll collaborate closely at every turn.
- Step 1: Initial Consultation and Discovery
 - • What Happens: We start with a complimentary introductory meeting (in-person, virtual, or via phone) to understand your vision, goals, target audience, budget, timeline, and any specific challenges. This includes discussing your concept ideas, location preferences, and market research needs.
 - • Our Role: We'll ask targeted questions to gather insights and provide initial feedback on feasibility.
 - • Deliverables: A summary report of our discussion, including preliminary recommendations and a proposed project scope.
 - • Timeline: Typically 1-2 weeks after our first contact.
 - • Next: If we're a good fit, we'll sign a consulting agreement and move forward.
- Step 2: Market Research and Concept Development
 - • What Happens: We conduct in-depth market analysis, including competitor reviews, demographic studies, trend forecasting, and customer surveys. Based on this, we refine or create your restaurant concept, including menu ideas, branding, theme, and unique selling points.
 - • Our Role: Collaborate with you to brainstorm and iterate on ideas, ensuring the concept aligns with your brand and market demands.
 - • Deliverables: A detailed concept blueprint, mood boards, initial menu drafts, and financial projections (e.g., estimated costs and revenue forecasts).



- • Timeline: 4-6 weeks, depending on the project's complexity.
- • Milestone: Approval of the core concept before proceeding.
- Step 3: Business Planning and Feasibility Study
 - • What Happens: We develop a comprehensive business plan, covering financial modeling, operational strategies, legal requirements (e.g., permits, licenses), and risk assessments. This includes site selection if needed.
 - • Our Role: Guide you through budgeting, funding options, and vendor recommendations to ensure the plan is realistic and sustainable.
 - • Deliverables: A full business plan document, cash flow projections, and a feasibility report highlighting potential challenges and solutions.
 - • Timeline: 3-5 weeks.
 - • Milestone: Finalized plan ready for investor presentations or bank applications.
- Step 4: Design and Layout Planning
 - • What Happens: We work on the physical and aesthetic aspects, including interior/exterior design, kitchen layout, seating arrangements, and equipment specifications. This ensures efficiency, compliance with health/safety codes, and an inviting atmosphere.
 - • Our Role: Partner with architects, designers, and suppliers to create blueprints and 3D renderings. We'll also refine the menu and beverage program.
 - • Deliverables: Design schematics, equipment lists, supplier quotes, and a detailed project timeline.
 - • Timeline: 6-8 weeks, including revisions.
 - • Milestone: Approved designs and permits secured.
- Step 5: Procurement, Construction, and Setup
 - • What Happens: We oversee the sourcing of materials, equipment, and furnishings. This phase includes construction management, installation, and testing of systems (e.g., POS, HVAC, kitchen appliances).
 - • Our Role: Coordinate with contractors, negotiate contracts, and ensure everything stays on budget and schedule. We'll also handle hiring recommendations for key staff.



- • Deliverables: Progress reports, vendor contracts, and a setup checklist.
- • Timeline: 8-12 weeks, varying by build-out scale.
- • Milestone: Completion of construction and readiness for operations.
- Step 6: Menu Finalization, Training, and Pre-Opening Preparations
 - • What Happens: Finalize menus, recipes, and beverage selections with cost analysis and sourcing. We conduct staff training sessions on operations, service standards, food safety, and customer experience.
 - • Our Role: Lead recipe testing, supplier onboarding, and mock service runs to iron out any issues.
 - • Deliverables: Finalized menus, training manuals, and operational protocols.
 - • Timeline: 4-6 weeks before opening.
 - • Milestone: Fully trained team and successful soft opening trials.
- Step 7: Grand Opening and Launch
 - • What Happens: We execute the opening event, including marketing, promotions, and on-site support to ensure a smooth launch.
 - • Our Role: Oversee the big day, handle any last-minute adjustments, and monitor initial operations.
 - • Deliverables: Launch marketing plan, event recap, and performance metrics from the first days.
 - • Timeline: Opening day and the immediate week following.
 - • Milestone: Restaurant doors open to the public!
- Step 8: Post-Opening Support and Optimization
 - • What Happens: After opening, we provide ongoing training, performance reviews, and adjustments based on real-world feedback. This includes menu tweaks, staff coaching, and operational audits to boost efficiency and profitability.
 - • Our Role: Offer check-ins, data analysis (e.g., sales reports), and recommendations for improvements or expansions.



- • Deliverables: Monthly reports, updated training sessions, and optimization strategies.
- • Timeline: Typically 3-6 months post-opening, with options for extended support.
- • Milestone: A thriving, sustainable restaurant ready for long-term success.
- Throughout this process, we maintain open communication via regular updates, meetings, and a shared project dashboard. Costs are outlined in our agreement, with flexible payment structures. If you'd like to get started or have questions about customizing this for your project, contact us today—we're here to make your vision a reality.