

### **Sales Method**

In every market, different players use different sales methods. This section analyzes the main sales methods that are employed or considered for your market. The main sales methods for restaurants are: table service, carryout and delivery, catering, and franchising.

Describe the sales methods found in the market place. Discuss their popularity and efficiency and indicate the main sales channels you intend to use.

#### **Table Service**

Table service is by far the most popular sales method. Customers visit the restaurant to enjoy the food and atmosphere and hold family celebrations, business meetings, and social events.

#### **Carryout and Delivery**

Carryout and delivery service represents a major source of revenue for many restaurants and chains. In some cases it may even exceed the income from table service. For example, a pizzeria, ice cream parlor or burger joint.

#### **Catering**

Catering is another avenue to boost sales. Among the potential customers are private parties, business functions and other special events.

#### **Franchising**

A successful restaurant or chain interested in expanding its number of locations may lack the resources to do so. In that case, it can finance the expansion by selling franchise licenses to other parties to set up additional outlets.