

DINE RIGHT

Complimentary Hospitality Health Check & Diagnostic Questionnaire

Section 1: Business Profile & Contact Details

A. Business Name

B. Concept / Service Type

- ☐ Full-Service / Fine Dining
- ☐ Fast Casual / QSR
- ☐ Bar / Lounge / Nightlife
- ☐ Coffee Shop / Bakery / Cafe
- ☐ Catering / Multi-Unit / Other

C. Your Name & Title

D. Email & Phone Number

Section 2: Core Operational & Financial Health

Financial Performance & Metrics

1. What is your current estimated Prime Cost (Food/Beverage COGS + Total Labor)?

- ☐ Under 55% (Healthy)
- ☐ 55% – 62% (Industry Standard)
- ☐ 63% – 70% (Alert Zone)
- ☐ Above 70% (Critical Bleed)
- ☐ Unsure / Need help calculating

2. How confident are you in your current Menu Costing & COGS tracking?

- ☐ High – Every recipe is costed to the yield and updated regularly.
- ☐ Moderate – We cost menus occasionally, but waste/inflation affects accuracy.
- ☐ Low – We price based on market averages rather than exact line-item costs.

Operations & Consistency

3. How consistent is your team at executing service standards and recipes when leadership isn't on-site?

- ☐ 1 – Highly inconsistent; major drop in quality/speed
- ☐ 2 – Inconsistent; frequent customer complaints or variance
- ☐ 3 – Moderate; standard routines run, but fine details get missed

- ☐ 4 – Good; small issues arise, but operational flow holds up
- ☐ 5 – Exceptional; systems run seamlessly without owner presence

4. Where do your biggest operational bottlenecks occur during peak volume? (Select top 2)

- ☐ Kitchen ticket times / Line flow
- ☐ Bar ticket times / Beverage prep
- ☐ Front-of-House pacing / Table turns
- ☐ POS/Tech delays or ordering errors
- ☐ Host stand / Seating / Reservation management

People, Onboarding & Culture

5. How would you describe your current onboarding and staff training program?

- ☐ Non-existent – Staff learn on the fly ('trial by fire').
- ☐ Basic – Shadowing a peer for 2–3 shifts without written SOPs.
- ☐ Structured – Written employee handbooks, recipe manuals, and staged testing.

6. What is your biggest staffing challenge right now?

- ☐ High turnover / Constant recruiting
- ☐ Lack of accountability / Weak middle management (Shift Leaders/GMs)
- ☐ Labor cost overruns / Scheduling inefficiencies

Section 3: Strategic Goals & Priorities

7. List your top three (3) critical impact issues right now:

8. What is your primary long-term objective for the business?

- ☐ Stabilize: Fix cash flow, reduce owner hours, and build daily consistency.
- ☐ Scale: Optimize current unit performance to expand or add new locations.
- ☐ Exit: Prepare the business for passive ownership or a profitable sale.

9. How quickly do you need to see measurable improvement in your operations?

- ☐ Immediately (Within 30 days)
- ☐ Near-term (1–3 months)
- ☐ Planning ahead (3–6 months)

Section 4: Next Steps

10. Why are you seeking consulting or coaching support at this specific moment?

11. What would make your initial consultation call with Dine Right an absolute success?
