

Restaurant Concept Development and Pre-Opening Planning Course

14 – 18 June 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 2188_260068 **Date:** 14 – 18 June 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Restaurant Concept Development and Pre-Opening Planning Course is a one-week intermediate course for hospitality entrepreneurs, prospective restaurant owners, concept developers, food and beverage managers, and pre-opening teams, who leave with a Restaurant Concept and Opening Readiness Plan. The course connects restaurant concept validation, customer evidence, competitive positioning, service-model and site choices, operating design, staffing, supplier readiness, launch control, and early performance review. Agile Leaders Training Center presents restaurant concept development and pre-opening planning practice.

Who Should Attend

- People responsible for shaping restaurant concepts and value propositions
- Teams responsible for customer, market, and competitor validation
- People responsible for site, service-model, and operating choices
- Managers responsible for staffing, suppliers, and pre-opening readiness
- People responsible for launch coordination and early performance review

The course assumes participants can interpret basic market, operating, and cost information at work; it leaves out detailed financial modeling, architectural design, culinary instruction, and daily restaurant management.

Departments and Industries

The course supports restaurant development and pre-opening work across hospitality and visitor-facing food service.

- Restaurant and café development teams
- Hotel food and beverage departments
- Hospitality investment and concept-development functions
- Leisure, entertainment, and visitor destinations
- Contract catering and institutional dining
- Food-service consulting and franchise support

Learning Objectives

By the end of this course, participants will be able to:

- Build a restaurant concept and value proposition.
- Analyze customer, market, and competitor evidence.
- Compare service-model and site options.
- Design an operating readiness structure.
- Prioritize staffing, supplier, and approval dependencies.
- Build a launch and early performance review plan.

Course Agenda

Day 1: Validate the Restaurant Concept

- Restaurant Concept and Value Proposition Canvas
- Target Customer and Dining Occasion Profile
- Market Demand Evidence Map
- Competitor Experience Benchmark Matrix
- Concept Validation Assumption Register

Day 2: Select the Service Model and Site

- Service-Model Options Comparison Framework
- Customer Journey and Service Blueprint
- Site Catchment and Accessibility Scorecard
- Location Constraint and Opportunity Checklist
- Concept-Site Fit Decision Matrix

Day 3: Design Operating Readiness

- Front-of-House and Back-of-House Flow Map
- Capacity and Service-Process Design Sheet
- Equipment and Resource Requirement Register
- Operating Policy and Control Inventory
- Approval and Readiness Dependency Map

Day 4: Build the Pre-Opening Plan

- Organization and Staffing Readiness Matrix
- Supplier Qualification and Mobilization Checklist
- Pre-Opening Work Breakdown Structure
- Launch Risk and Contingency Register
- Opening Performance Indicator Dashboard

Day 5: Practice Opening Readiness

- Exercise: Test a Restaurant Value Proposition
- Exercise: Compare Service-Model and Site Options
- Exercise: Audit Operating and Supplier Dependencies
- Exercise: Run a Launch Readiness Review
- Capstone Exercise: Complete the Restaurant Concept and Opening Readiness Plan

Practical Exercises

The course uses suggested activities based on independent restaurants, hotel dining, cafés, and contract catering.

- Suggested activity: test a concept against customer occasions and competitor evidence.
- Suggested activity: score two locations against access, demand, constraints, and concept fit.
- Suggested activity: map staffing, supplier, equipment, and approval dependencies.
- Suggested activity: conduct a readiness review using launch risks and opening indicators.

FAQs

Who suits restaurant concept development and pre-opening planning training?

Restaurant concept development and pre-opening planning training suits people who shape concepts, validate demand, choose operating models, coordinate readiness, or manage launches and can interpret basic market and operating information.

How does restaurant pre-opening planning differ from daily restaurant operations?

Restaurant pre-opening planning builds the concept, site logic, operating design, people, supplier, approval, and launch dependencies before opening, while daily restaurant operations manage service delivery after the business is active.

How is a restaurant concept validated before opening?

A restaurant concept is validated by testing customer occasions, demand evidence, competitive alternatives, value proposition, service model, site fit, operational feasibility, and key assumptions before committing to launch.

What belongs in a restaurant opening readiness plan?

A restaurant opening readiness plan connects work packages, owners, dependencies, staffing, suppliers, equipment, approvals, risks, launch checks, and early performance indicators.

How should early restaurant performance be reviewed?

Early restaurant performance should be reviewed against defined service, demand, process, people, supplier, and guest-response indicators, with deviations traced to assumptions and readiness decisions.

Conclusion

Participants take back a Restaurant Concept and Opening Readiness Plan connecting validation, service model, site fit, operating design, staffing, suppliers, launch risks, and performance indicators. The plan makes assumptions, ownership, and dependencies traceable. It supports coordinated decisions before opening and structured review during the early operating period.