

## Top Mistakes with Restaurant Redesigns

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Redesigning your restaurant can truly make or break your concept. **78% of Millennials** today look to invest in experiences rather than items, and they look for experiences that are personalized, exclusive, consistent, and customer-focused. And, your restaurant design can help you create the right experience for them. After all, your floor plan, furniture choice, and facility locations will impact your employees' workflow, customer experience, energy efficiency, and managerial efficiency.

In the below guide offered by the expert designers at **Ferrante Manufacturing**, you can find some of the most common redesign mistakes to avoid in your next restaurant redesign.

### 1. Poor Floor Plans That Don't Prioritize Workflow

The restaurant layout that you choose can significantly impact your business's operational efficiency. The elements to consider include:

- Movement and circulation of people
- Creating airy spaces while maximizing the number of tables
- Direct connectivity between front- and back-of-house
- Safety and accessibility

While you might prefer to focus on your customer's experience, remember that the right workflow is essential to streamline service and operations. And, service is the **most important aspect reviewed** and noticed by your customers!

### 2. Cluttered or Inadequate Host Station

Your restaurant's host station is likely to be the first area your customers will notice when entering your restaurant. After noticing the building's exteriors, the holding area represents the first touchpoint. So, this space must always remain clean, tidy, in order, and well-kept. And, you don't want customers waiting too close to seated guests - make sure your holding area is spacious enough for multiple people!

### 3. Poor Ventilation and Noise Control

Naturally, customers will want to enjoy a social atmosphere when visiting a restaurant. But this does not mean leaving important elements such as **acoustics and ventilation** to chance! Ideally, you should be able to regulate the scent in the area so that smells from the kitchen don't overpower more appealing perfumes, such as wood, fresh bread, or coffee. In terms of acoustics, consider using sound-absorbing panels and wall materials to create a social - but not noisy! - atmosphere.

### 4. Wrong Restaurant Furniture and Style

One of the most difficult redesign issues to fix is furniture mistakes. Restaurant furniture can be a significant investment, and getting them wrong can significantly influence your customers' experience and profits. When **choosing your restaurant's furniture**, keep in mind these elements:

- Assess the restaurant's space and requirements
- Understand if you wish to provide a luxurious dining experience or fuel a faster turnaround
- Invest in high-quality, minimalist items that won't show the signs of wear and tear
- Choose a style and create a recognizable pattern of colors and textures

### 5. Inadequate Lighting and Irrelevant Decorations

Did you know that lighting in a restaurant is one of the most influential factors on the customer's experience? Depending on the lighting, your customers will sit differently, enjoy a private or social atmosphere, and even feel more or less comfortable. Don't settle for industrial lights and irrelevant decorations that don't create the right vibe.

### 6. Exposed Bathrooms and Service Areas

In a restaurant, the bathrooms and service areas are an essential part of the design. And while they need to be functional, well-kept, and efficient, they also need to be out of your customers' view. Working with a professional designer is essential to place these areas within easy reach while not affecting your restaurant design.

### 7. Lack of Accessibility and Directional Signage

Whatever design you have opted for, make sure every restaurant area is accessible to all customers. Adding precise directional signage can also help guests feel comfortable and at ease in the environment. Proper signage and layout will help all your customers enjoy your restaurant while keeping you compliant with government regulations.

## Choose an Experienced Restaurant Furniture Manufacturer to Avoid Costly Mistakes

Mistakes in the restaurant redesign process are excessive. Many of these furniture, layout, or construction mistakes end up costing the restaurant extra money and pushing the project back. When you work with the experienced crew at Ferrante Manufacturing, you can rest assured that your restaurant redesign will suit you and your customers needs. Give our team a call today to discuss your plans.

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