

By JaySearch

Buyer Persona: Peter, restaurant manager





Peter

DEMOGRAPHICS

- Hospitality
- Restaurant manager
- Male
- 38 years old
- Chicago, IL
- \$50,000
- Bachelor's degree
- Married, 1 child

DESCRIPTION

Peter is a restaurant manager in San Francisco. He is known for his active role in the life of the restaurant he manages and his excellent fatherhood.

CHARACTER TRAITS

- Patient
- Perseverant
- Positive
- Consistent
- Problem-solver
- Proactive
- Innovative

HOBBIES AND INTERESTS

- Carrying business projects
- Gardening
- Cooking

BUYING ROLE

Influencer

BUYER'S JOURNEY

Awareness

POTENTIAL BUYING CYCLE

1 year

WHAT STOPS FROM BUYING

Unawareness of the benefits

PERSONAL GOALS

- To take care of physical condition to produce better work
- To take different courses on managing
- To read books

PROFESSIONAL GOALS

- To implement the strategies to train and strengthen the team
- To implement the strategies to maximize revenue and minimize costs
- To consider alternative ways to generate sales traffic
- To develop or enhance the restaurant's website and social media presence
- To implement new tools, software, or equipment that may modernize the restaurant's operations
- Encourage the staff to request feedback from customers



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JOB RESPONSIBILITIES

- Controlling and administering all events
- Conducting pre-shift meetings
- Checking in with the staff regularly
- Setting the tone in the team
- Checking if people do their job correctly
- Checking if people coming in and leaving on time
- Making sure food safety is adhered
- Motivating the staff and validating morale and raising it
- Assisting with the job when needed

BELIEFS AND VALUES

Peter believes that managing a restaurant is not only his job, but his responsibility – he must ensure that he is the best at what he does. He also believes that nothing can be done great without treating people right, that's why he's keen on keeping a friendly atmosphere in the restaurant for both customers and staff.

His professional values include excellence, integrity, family hospitality, passion, and success.

TOOLS REQUIRED TO DO THE JOB

- POS system
- CRM system
- Scheduling software
- Team communication application
- Social media application
- Reservation application
- Online ordering application
- Waitlist application
- Third party delivery applications
- Inventory software
- Online checklist application
- Food safety application
- Loyalty program application
- Food and beverage management software

BIGGEST STRUGGLES AND CHALLENGES

- Handling multiple tasks and solving problems quickly at the same time
- Staying positive no matter what

FEARS

- Negative situations at work
- Failure in front of the staff or customers
- Firing employees



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BIO

As a high school student, Peter had the unique opportunity of learning practical restaurant experience through Food Education and Service Training (FEAST). During this class, he got to try his hand in several roles – from waiting tables to becoming an efficient bookkeeper, as well as taking on hosting duties.

His enthusiasm also extended towards ordering items for kitchen stock keeping. Peter had big dreams when he arrived in collage that would lead him to his true passion – the restaurant business. With determination, Peter moved up the ranks quickly: starting out as a dining room manager at 25 and not stopping until he earned himself a role of general manager by 30.

With an ambition to learn and take on new challenges, he never shied away from responsibility – achieving his goals through sheer dedication and convincing his manager of the same.



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FAVORITE QUOTES

"You can choose to grow and evolve, despite the struggles and tribulations that life throws at us".

"Only 3% write down their goals, and they make more money than the other 97 combined".

"Being a manager is not really so much of just being a manager of people, you're a manager of expectations".

"Attitude is a little thing that makes a big difference".

FAVORITE SOCIAL NETWORKS

- Facebook
- Instagram
- Twitter
- LinkedIn

FAVORITE EVENTS

- Fast Casual Executive Summit
- FSTEC
- Western Foodservice and Hospitality Show
- National Restaurant Association Show
- Bar & Restaurant Expo

INFLUENCERS

- Danny Meyer
- Cat Cole
- Jon Taffer

FAVORITE WEBSITES

- 7shifts Blog
- Restaurant Engine
- Modern Restaurant Management
- Restaurant Hospitality
- The Restaurant Manifesto
- Restaurant Den
- Open Table