

By JaySearch

# Buyer Persona: Justin, restaurant owner





## Justin

### DEMOGRAPHICS

- Hospitality
- Restaurant owner
- Male
- 40 years old
- New York, NY
- \$60,000
- Bachelor's degree
- Married, 2 kids

### DESCRIPTION

Justin is a successful entrepreneur who owns a restaurant in the heart of NY. But the restaurant isn't the only thing he's proud of – he is happily married and has a child.

### CHARACTER TRAITS

- Passionate about his job
- Ethical
- Consistent
- Proactive
- Stress-resistant
- Balance-focused
- Leader

### HOBBIES AND INTERESTS

- Cooking
- Playing football
- Travelling
- Fishing

### BUYING ROLE

Decision maker

### BUYER'S JOURNEY

Awareness

### POTENTIAL BUYING CYCLE

1 year

### WHAT STOPS FROM BUYING

- Unawareness of the benefits
- Price

### PERSONAL GOALS

- To attend seminars and conferences (online and offline)
- To read books
- To take a business mastery course
- To take a marketing course
- To take a course on restaurant operations
- To hire a personal coach/consultant

### PROFESSIONAL GOALS

- To get an ERC tax refund
- To define the restaurant culture and engage the staff
- To add technology to increase efficiency (and check if existing systems are up-to-date)
- To train the staff
- To implement a marketing strategy to promote the business





## Justin

### DEMOGRAPHICS

- Hospitality
- Restaurant owner
- Male
- 40 years old
- New York, NY
- \$60,000
- Bachelor's degree
- Married, 2 kids

### JOB RESPONSIBILITIES

- Budgeting
- Developing promotion strategies
- Implementing strategic systems
- Monitoring the work of the managers
- Coaching the management team
- Taking over staff responsibilities when necessary

### BELIEFS AND VALUES

Justin believes in the independent restaurant industry and that they can be a profitable business that provide great places of employment and careers for those who want it. He believes that it takes hard work, but it separates you from those that are lazy and unwilling to do the work. He believes that it's possible to combine work and family. Justin believes that taking the initiative and being passionate about your work are essential ingredients for success. With determination and motivation, nothing can stand in between you and achieving any goals set.

His professional values include authenticity, innovation, passion, commitment, service, profitability.

### TOOLS REQUIRED TO DO THE JOB

- POS system
- CRM system
- Website application
- Scheduling software
- LMS software
- Team communication application
- Accounting software
- Payroll software

### BIGGEST STRUGGLES AND CHALLENGES

- Tackling inflation
- Rising food costs
- Finding professional staff and retaining them
- High labor costs
- Attracting new customers

### FEARS

- Foodborne illness outbreak
- Lockdown regulations
- Demand decrease
- Staff leaving their job



Justin

## DEMOGRAPHICS

- Hospitality
- Restaurant owner
- Male
- 40 years old
- New York, NY
- \$60,000
- Bachelor's degree
- Married, 2 kids

## BIO

Justin's lifelong passion for food began with watching cooking shows as a child. He never dreamed of becoming a chef or owning his own restaurant until receiving an inspirational book from his father – “Becoming A Chef”. The book was very inspirational.

Later, Justin took a summer internship at a high-end club in Southern California, and he loved it. After enjoying a summer working at an exclusive club in Southern California, Justin decided to pursue his passion and went on to enroll in culinary school. His hard work paid off as he excelled during this period of study.

After trying his hand at a few internships and working in some of the best restaurants, Justin burnt out and took a break from the culinary industry. However, soon he decided to launch into entrepreneurship by opening up his own restaurant – which unfortunately ended painfully when all funds were lost.

Very soon he got married, and then he had to work in restaurants that weren't 5 star just to make a little money. Despite hardships, he stayed determined to pursue his dream of owning a restaurant. He eventually partnered with an investor and opened 4 restaurants – although the venture was fraught with difficulties.

Justin was overwhelmed with stress from trying to manage people, causing him an ulcer. Knowing he needed help, Justin hired a coach, and it proved to be life-changing; within 6 months his restaurants were running smoothly without needing his constant presence, allowing Justin the time he deserved for recovery and well-being.

With his finances stretched thin, Justin took a leap of faith and enrolled in Tony Robbins' course – and it was the best decision he ever made. From discovering invaluable insights to exploring new opportunities, Justin's journey led him to finding an investor for his restaurant business, which is now running strong.



Justin

## DEMOGRAPHICS

- Hospitality
- Restaurant owner
- Male
- 40 years old
- New York, NY
- \$60,000
- Bachelor's degree
- Married, 2 kids

## FAVORITE QUOTES

"Once you've finished your goal, it's easy to keep going with it".

"Ideas are 40%, execution is the other 80%. It takes 120% of your effort to achieve a goal".

"Don't be just a feather that's floating in the wind with your goal. Stay committed!"

"Always be learning and growing".

"Excellence is not a skill. It is an attitude".

---

## FAVORITE SOCIAL NETWORKS

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

## FAVORITE EVENTS

- BITAC Food and Beverage
- Best Practices Conference
- The International Restaurant and Foodservice Show of New York
- Food Marketing Conference
- Bar & Restaurant Expo
- Restaurant Leadership Conference

## INFLUENCERS

- Tony Robbins
- Ben Leventhal
- Cheryl Bachelder

## FAVORITE WEBSITES

- Fast Casual
- Restaurant Business
- Open for Business
- Modern Restaurant Management
- Uncorkd
- Civil Eats
- The BentoBox Blog
- Restaurant Hospitality
- Eater