

Entrepreneur Salim Khan to teach masterclass in restaurant success



Atlanta, Georgia Jul 28, 2022 ([Issuewire.com](https://www.issuewire.com)) - Salim Khan, owner of The Spice House restaurant and a longtime entrepreneur, is offering an online masterclass on how to successfully launch your own dining establishment. The course, “How to Start a Sold-Out, Niche-Based Restaurant in the Any City of Market and Dominate the Competition,” shares his strategies and experiences – both good and bad – and offers pointers on what it takes to succeed in the high-pressure world of restaurant ownership. This six-module program will offer useful lessons in everything from finding funding to choosing a menu. Participants will learn the ins and outs of hiring good people – “building your dream team -- plus choosing an ideal location, dealing with suppliers, getting the word out, and plenty of other helpful info.

Starting a restaurant is considered an especially risky business venture, and many places fail within the first year, and even more, don’t make it past the fifth year. Salim Khan hopes to help people make it to Year 5 and beyond and be able to create a rewarding place for their local community as well as something profitable for the owner or owners. He’ll even offer suggestions on how to duplicate a working formula at one place and use it elsewhere through the power of franchising. He said success starts with the right mindset. The Spice House, which now has four locations in the Atlanta area, has done well because he and others carefully dialed in the look, the location, the concept, the ideal demographic, and other vital details, long before opening the doors of the first location in 2017.

Today, Salim Khan said the staff still has the same goal of providing super service and a fine dining experience, featuring a Caribbean menu unique to the area. His business experience started years earlier. His first job was as a valet at age 18, and he learned that there were many independent entrepreneurs around. This inspired him to look for ways to become his own boss and he eventually found he did well in real estate. Although he knew the art of sales, he said his first venture into restaurant ownership was a failure since he didn’t know all the little but important details and didn’t have any guidance. This led him to change his approach and learn everything he could about the industry on his own.

Today, The Spice House is considered one of the top restaurants in the area, where people can enjoy a quality meal and occasionally spot celebrities. Salim Khan said everyone can benefit from this self-paced masterclass, including current owners wanting to increase profits, chefs with dreams of someday owning their own place, or investors wanting to try a new venture. The knowledge shared could apply to anything from starting a food truck to a pop-up place to a sit-down establishment. Signing up for the masterclass also includes access to other entrepreneurial advice and the ability to engage and network with fellow students.

For more info and sign up visit <https://www.soldoutrestaurant.com/live> and Follow us on Instagram @fivestarsinvestments



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