

**Subject:** Setting measurable restaurant goals for 2019

**Date:** Thursday, January 17, 2019 at 5:00:44 PM Pacific Standard Time

**From:** The California Restaurant Association

**To:** Phil Choi



**What it takes for your online reputation to go from good to great:** Everyone has the power to get more and better ratings. In this part of **Merchant Centric's** ongoing series addressing the importance of online reputation, they'll discuss how to set realistic goals for improving your star ratings. You will learn what you need to achieve in order to reach your goal, which is a key step in taking your online reputation from good to great. [Click here to read more!](#)

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## Unlocking merchant innovation using machine learning for fraud



In-store mobile payment volume is anticipated to grow from \$75 billion in 2016 to \$503 billion in 2020. With that comes inevitable fraud, which can total thousands of dollars a year for a small business. The signature characteristic of today's financial crime is that it's always evolving. Here's how you can adopt a machine-learning fraud detector to save you money and time.

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## Labor shortage and increasing wages put pressure on restaurant industry



Did you know that restaurants account for approximately 10 percent of California's overall job sector? Growth within the restaurant industry seems ongoing, but with rising minimum wage and operating costs, restaurateurs are modifying how they hire and do business.

“A large number of restaurants have opened over the last few years as California moved further away from a recession and into better economic times,” Sharokina Shams, our Vice President of Public Affairs, told the *Long Beach Business Journal*. “Our question is, in 2019, what will become of that trend?” She added, “And in being honest, I have to tell you it is hard to imagine that it will continue.”

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### Be SMART: Setting Measurable Restaurant Goals for 2019

How SMART are your goals for 2019? The New Year can easily function as a catalyst for new momentum and retargeting business growth. This memorable term can help you make actionable goals and improvements throughout the year.

[FULL STORY](#)

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