

Chapter 1 : blog.quintoapp.com - Free Banquet Hall Business Plan

Fressen Catering is a kosher catering company that serves the Philadelphia market. Fressen offers creative, colorful, and unusual food options for kosher as well as the traditional standbys. The service offerings are quite a change relative to the existing kosher catering market which is quite stagnant.

It is one thing to plan for a party or want to host some guests in the comfort of your home; and it is yet another to have them well catered for. This is where adequate organization and projections come to fore. This means that if you were planning for a party for instance, you have got to be sure about the number of guests you are expecting, the type of food that appeals to them, as well as how you intend going about the preparation. Indeed having to go through all these steps, might be a bit tasking, however, good news is that there are folks who can take away the burden. These folks as you already know are known as caterers and they do this on a full time or part time business scale. The catering business is one business that one can possibly start after acquiring the skills. This is because no one would possibly want to patronize a caterer who lacks the skills to whip up great meals. This means that those who want to join the trade, have to first of all be sure that they know how to whip up great meals that people would like. It is for the of being capable that there are catering schools scattered both online and in physical places. Proper Planning is Key – Write a Business Plan So, after the skills and other things that may follow come about, the next thing to do would be to begin to plot your graph. Do all the ground planning like; determining how you want the business to be, your vision and mission and other vital information that cannot be left aside. All these no doubt can be contained in a business plan. The point remains, how easy is it to write a business plan? Business plans, more often than not might not come readily easily, but the truth remains that with an existing template you can effectively write your own business plan from start to finish. You will need to do plenty of research work, so as to arrive at the best of templates that can help guide you through the type of business that you are into. A lot of that research has been done here in this article. As a result, here below is a sample catering business plan template which you can use to get started with your own business plan. Without a doubt, it is quite a difficult task to accomplish this, especially if the number of guests attending the event is much. As such, if the host attempts to personally cook the meals for her guests; particularly when the number is on the high side, chances are that they may likely breakdown due to fatigue. It is for this reason that caterers are in hot demand. There is hardly any country in the world where one may not find caterers who are into full – time catering businesses. Professional caterers do not only cater for big organizations, government agencies, institutions and parties, but they can also be contacted to handle home catering services for people who can the luxury. This means that people who host a huge number of visitors per time in their houses can relax and allow the burden of cooking to be taken off them. In the United States of America alone, there are well over 10, registered catering businesses that employ about , people both contract and full time employees , and most of them are thriving pretty well in the business because there are loads of business opportunities available to caterers in the United States of America, as well as in other parts of the world. Catering business is considered to be amongst the delicate industries, this is because they are involved in cooking food for consumption for a large number of guests per time. It is the reason why this business is subjected to regular inspection by relevant health officials from different local health departments. As one who runs a catering business in the United States of America, you are expected by law to comply with the laid down rules and regulations for the industry. There is ample room for any entrepreneur who is interested in running a catering business in the United States of America to start in any capacity and still maximize profit in the business. You can start by catering for 20 people or less, conversely, you can as well start your catering business by catering for a large crowd. The bottom line is that catering business is known to be a very lucrative business in all parts of the world, and not just in the United States of America. One of the high points of parties, weddings and events generally is the time for refreshments with foods. Most people who attend parties look forward to when food is served, that is to tell you that a party will not be complete if there is nothing to eat and drink. It is the norm for most corporate organizations to also give out the management of their canteens to vendors caterers because they know that it will be a distraction if they

decided to handle it themselves. This is one of the major areas catering companies leverage on in building their businesses to generate steady income. As a matter of fact, caterers compete for the available weddings and parties that are organized during the weekends because weekends and holidays appear to be the busiest periods for catering business. Leverage on the internet to promote our business Start a TV show in line with our business goal and objectives Sponsor relevant community events, such as cooking competitions and cooking reality shows on TV et al. Our Target Market No doubt, the target market for catering businesses cut across people of all walks of life and organizations. The need to celebrate and call for a party will always arise and it is not restricted to only a group of people or organization, it cuts across people of all walks of life. Yes, our catering services is within the reach of everybody and we intend serving available clients, but in order to effectively make plans and take actions towards meeting our sales and marketing goals, we have been able to pencil down the category of people and organizations that will be our main target market. However, we have decided to critically study the industry and have realized that in order to have a competitive advantage over our competitors; we must do what they are not doing. In view of the above stated fact, we have decided to offer a wide range of catering services that will meet the needs of a wide range of clientele base. We want to be the one stop shop when it comes to catering services in the whole of Illinois. Our clients should be able to sign just one contract with us and we will deliver nearly all they would need to make their events a memorable one. This is the competitive advantage that we are bringing to the market in Chicago, IL. Our plan is to ensure that we get our own fair of the existing market in Illinois. Our sales and marketing team will be recruited based on their vast experience in the industry and they will be trained on a regular basis, so as to be well equipped to meet their targets and the overall goal of the organization. Our goal is to become a one-size-fits-all kind of service people when it comes to catering services in Chicago, Illinois and its environs. This is why we must explore all the marketing tactics available to us if indeed we want to fulfill our mandate. So, part of our strategy for entering the market is to leverage on pricing to gain a good percentage of the available market. Of course we will attract clients by offering quality catering services for rock bottom price. A price that probably will be the lowest in the industry. As a matter of fact, we intend jacking up the prices gradually until it falls at par with what is obtainable in the industry. We aim to achieve this within a year of launching the business. Payment Options Our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients; Payment by cash Payment via Point of Sale POS Machine Payment via online bank transfer Payment via Payment via Mobile money In view of the above, we have chosen banking platforms that will help us achieve our plans without any itches. Catering Business Plan Publicity and Advertising Strategy We have been able to work with our consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. First and foremost, we want our brand to visible and well communicated which is why we have created a logo with attractive colors. All our publicity materials and jingles are done by some of the best hands in the industry. Stacy Miller to join her in building the business from the scratch. She has made plans to train her on the job and also attend training courses. Stacy Miller will be understudying her mother with the sole aim of taking over the business once she retires. As part of the plans to sustain the business and also to expand the business, we will continue to invest in the training of our employees and also continue to explore new opportunities to generate income for the business. We are certain that if we get things right and we work hard; we are likely going to triple our income in the second year of our operations. Completed Opening of Corporate Bank Accounts: Completed Opening Mobile Money Accounts: Completed Opening Online Payment Platforms: In Progress Application for business license and permit: Completed Purchase of Insurance for the Business: In Progress Conducting Feasibility Studies: Completed Generating capital from family members and friends: Completed Application for Loan: In Progress Writing of Business Plan: In Progress Recruitment of employees: In Progress Purchase of the Needed furniture, electronic appliances and catering equipment: In progress Creating Official Website for the Company: In Progress Preparation of our catalogue and price list: Completed Creating Awareness for the business both online and in the neighborhood: In Progress Compilation of our list of products and detailed recipe: Completed Arrangement for trainers and training facility: In Progress Establishing business

relationship with vendors & suppliers of all our needed food ingredients: Completed Purchase of delivery vans:

Chapter 2 : blog.quintoapp.com - Free Catering Company Business Plan

A Sample Catering Service Business Plan Template Are you about starting a food catering company from home? If YES, here is a complete sample mobile catering service business plan template and feasibility report you can use for FREE.

Interior designs and decorations , etc. You can also find such courses online that will help you with the needed event planning knowledge. Get certified No, there is no need to be a licensed event planner or finish an event planning course if you want to start an event management company. However, to boost your credibility and corporate reputation; it is advisable that you get event planning certification. Your certificate as a trained event planner would also come in handy when presenting proposals to corporate organizations. It is very important that you should have certifications from recognized bodies and organizations of event managers and planners; and become a Certified Special Events Professional. However, you can still work from home after getting a certification. You can operate without any employees or an office because all you need are clients. You can get these clients on the internet. Develop your entrepreneurial skills Just like every other business, event planning requires entrepreneurial skills in order to create long-term happy customers. To succeed as an event planner, you need people skill, sales skill, accounting skill, negotiation skill, cooking skill, communication skill, etc. Mind you that this business involves dealing with humans on regular intervals. Set a goal To become a successful event planner, you must be a goal getter. You must think big and aspire to improve the caliber of your clients. Why do you want to start an event planning business? Why do you want to become an event planner? What aspect of event planning do you intend to focus on? Do you want to become a generalist or specialist? The key to successfully wading in the event management business is knowing what type of service to offer because that will also determine the image you may want to project, the clients you want to sign up with and more importantly, the price you want to ask. Knowing how to become an event planner is also about knowing your direction. Specialization as an Event Planner You must find a niche in which to specialize as an event planner which depends on your areas of expertise and also on your location. Will you specialize in weddings or corporate events? These are some of the questions you need to answer. For instance, if you do not live in a commercial area, then your area of specialization would be severely restricted to social events and charity affairs. You cannot offer specialized event planning style to clients looking for generalist approach because you are on a different market bracket. Specialists tend to get more lucrative deals because of their forte but as they are also more expensive, it leaves generalists with more clients to tend to. Choose your clientele Knowing your clientele also means knowing the occasions you can handle with eyes closed. Will you focus on corporate clients or individual clients? For marketing purposes, it is not enough to be certain with the services you want to offer. Rather, a research is needed on the clients who often avail such services and what market section has the most potential. From there, you can develop your business and may even stumble upon an untapped area. Individuals find that they lack the expertise and the time to plan events themselves. Independent planners can step in and give these events the attention they deserve. Large and small businesses hire event planners to produce the myriad events; from trainings, seminars, conferences to trade shows with tens of thousands of attendeesâ€”that are necessary each year to promote their business. It is vital that you consider your life and lifestyle as you plan a business in event planning. You have to get the passion, and then the money will come. Write a Business Plan for your event planning company When it comes to starting a business and growing it, it is a known fact that having a business plan can be an added advantage to you; regardless of the business you are starting. After doing your feasibility, it is advisable you write an event planning business plan. This will help you stay focused on your market and further help you adapt to change fast. One of your first tasks is to determine the market limits or trading area of your business. To conduct a market analysis you need to ask and answer the following questions: Is the population base large enough to support your event planning service? Does the community have a stable economic base that will provide a healthy environment for your business? Are the people you wish to serve? Do you want to focus on social events or corporate events or both? For example, if you will be planning corporate events, you need to know

the number of corporations in your service area that hold regular conventions and meetings, the size of these companies, their budgets for these events, and if they are using outside services. Start Small Social event planning is the ideal place from which to launch your career. Social planning is a growing industry. Remember that if you strive to be the best, research your market, promote yourself, and develop a good event business plan, you will find your SPOT in the marketplace! Assemble the needed manpower and equipment Event planning is often a one-man venture. Everything else is contracted with third-party organizers and providers. However, if you are aiming an extra mile in the business, you also need to have your own manpower and equipment. In the long run, you can save more from these investments than continually renting and cutting the contract with other businesses. For a start-up, it is not necessary to spend on this. As you expand, you also need to think in advance and in a more competitive way. Knowing how to become an event planner is a business game that requires intelligence; so it is best partnered with tangible investments. Apply for small business insurance Another important factor on how to start an event planning business is to get insurance as this will secure your business. Develop a marketing plan Having a marketing plan for your business is also a vital part when starting an event planning service. You must know the strengths, weaknesses, opportunities and threats of your business. Your marketing plan should recognize your strengths and then come up with a detailed plan to address weaknesses, opportunities and threats. You need to know how you can outsmart and outperform your rivals and this marketing plan shall serve as your guide. Here are some event marketing ideas and tactics to help you get started. Get a Good Location or Office When starting out an event planning business, you are well advised to run the business from your home. Social media is changing the way we do business. Most start-up businesses learn to tap into this whole new arena. So, one way or the other, you need to open an office online via social media through having a website or opening a Facebook page. This is why they strive at all cost to see that they imbibe some very needful traits, so as to see the growth rate of their business move up the radar. The event planning industry is to a large extent a very competitive one and this is why one have got to stay abreast with happenings in this domain. Those who already walk this path success know that once one begins to relent at doing some fundamental things, then that sure is the beginning of failure. As such, if you have found yourself in this industry or are looking to dive into this business terrain someday, then it becomes pretty necessary that some of the tips to be pointed out in this read be imbibed. Just what are these tips, you just might ask? They are time tested tips to help you run a successful events planning company. Be an Ardent Researcher The event planning is such an industry that needs you to be vast and well informed about news about the industry. What does this mean? This means that you have got to be alert about everything as it concerns events planning all around the globe. You may consider reading up a whole lot- do not be far away from information. You can successfully pull off being a researcher off by reading books on this business, as using the internet. Be Technology Savvy The world indeed has gone global, and as a result it is important that you move with the trends. You have got to be a technology savvy person if you want to record good success. Why is this important, you may quip? This is particularly important because you may record the most number of your client via the internet. Therefore, if you do not know how to go about things on the internet, you better learn. Get Business Training It is okay to get trained in the events planning sphere; however it is a whole lot better to have a business training background. This is especially important because you would garner a lot when you learn from experts the rudiments of how to run your business. Consequently, you have got to look for a business school and attend. Have an Eye for Details Events planning require that you take off the burden of planning an event from the shoulders of your clients. This is whether it is a corporate or informal event. Therefore, you would need an eye for details in addition to the eye you have got. Do not be, that was on a lighter note. Now, the truth is that you would need to be extremely detailed. You do not want to come across your clients as one who leaves some kills important details out. If you do not possess this skill now, you may consider building it up. Know How to Close Deals Some folks are good at marketing and talking people into patronizing them. But at the end of the day just when they thought the client would deal, everything falls through. This to a large extent means that the client lacks the finesse to close a deal. You have got to learn how to do this if you do not. One of the ways to pull this off is by following your potential up big time. Be in your prospects face, so far they have registered

and affinity with your brand. Go the Extra Mile You stand to gain a lot when you go the extra mile in dealing with your customers.

Chapter 3 : Catering and Ballroom Rental Sample Marketing Plan - Marketing Vision - Mplans

Related: Business Plan Examples To Get You Going In addition to the above, the company will seek contacts at universities and researchers that are involved in greens, and will continue the quest for the best flavoured, large, and firm vegetable throughout the year.

Executive Summary Introduction FynbosFarm will be a project built around a highly successful businessman and the development and training of skilled and semi-skilled staff in the hydroponics and instant turf market. The project aim is to carry out intensive and high turnover production, off a small area, while providing work and leadership experience for local women. The company is a combination of cutting edge, high quality, efficient food technology and production. It is committed to the improvement of taste in vegetables and excellent quality and nutritional value. The company will provide education, experience and research in the hydroponic field. It has the experience and extensive knowledge of well-known grower Mike Shelly as a consultant. This project will be KZN-based, and will supply vegetables for the national and international markets, and instant turf for the local market. **Products** The 4 main crops to be grown will be instant turf, long life tomatoes, cucumbers, and coloured peppers. **Financial considerations** The company is seeking both short-term and long-term funding to finance the purchase of a new farm and development costs of the project. This will cover startup expenses and first year losses. It is estimated that the company will begin to make a profit in year 2 of operations. The project is expected to begin production within 8 months from start of the first tunnel being erected. The women working on the farm will be organized into intensive work groups, and each group will be paid incentives on production and performances, in addition to the standard wages. Experience in the vegetable industry goes back to Company Summary FynbosFarm will be a partnership of successful businessmen developing a small farm into a highly productive hydroponics and instant turf project. **Agriculture Business Plan Sample Hydroponics** is the growing of high-quality vegetables in high-tech, multi-span greenhouses. The produce is grown in 15L bags with a medium used to support the root system. The plants are automatically fed nutrients through irrigation systems. The plants are grown in the best suitable growing conditions, which allows each plant to produce the maximum fruit possible. Instant turf will be grown out in open field production. The turf will be irrigated via overhead spray units, using the run-off fertilizer from the multispan tunnels. This fertilizer is highly effective and will provide all the requirements the instant turf will require. The turf will be cut and sold by the square meter, and is harvested with a sod cutter. The company will concentrate on the production of tomatoes, peppers and cucumbers in the tunnels, and in time will pursue more selective vegetables and the fresh cut flower market. **Facilities** Six large greenhouses enclosing the vegetable area irrigation, fertilization, temperature control and water treatment devices outdoor production of instant lawn pack houses and washbay facilities business office building An additional portion of the operation will be the growing of instant lawn. Local landscape operations have trouble with meeting the demands of instant turf supply, and the company has recognised the need in the market. The largest portion of the start-up requirements is for purchase of the site and construction of the necessary buildings and infrastructure, including well-digging. These are listed below as long-term assets. The start-up period is five months long, and includes construction and one and a half months for growing the first crops, to be sold beginning in July. **Products Hydroponics** is the production of vegetables in state-of-the-art, temperature-controlled, multi-span tunnels. The structures being used are richelle multi-spans, which come complete with computer temperature sensors, automatic opening and closing vents, automatic misting units and temperature controlled fans. The advantages of growing in high-tech tunnels are: The farm will have the capacity sufficient to produce in excess of 2 kg of vegetables per year. The company will sell between 20 €” 25ha per annum. **Research and development** The company will seek contact with local and international companies in order to learn about and acquire new hybrids of vegetables that are hardier and grow faster in our local climate. These and other available species and systems will be constantly tracked. In addition to the above, the company will seek contacts at universities and researchers that are involved in greens, and will continue the quest for the best flavoured, large, and firm vegetable throughout the year. Future product plans

In the future the company would like to explore the possibility of flower production. FynbosFarm believes this to be a high revenue venture, which, if successful, could become our number one endeavour. We are also considering the production of bananas. Currently there is a huge shortage of bananas, and the selling price has been above average for the past 2 years. Market Analysis Summary In an era of big-box food stores, when 4 major grocery chains control the purchase of vegetables, the proliferation of open air markets has come out of nowhere, giving more consumers an option to purchase fresh vegetables. FynbosFarm will not only supply the major supermarkets, but also the markets mentioned above. The target customers for instant lawn include nursery and garden centres, landscapers, and private customers. The biggest negative is the start-up costs to erect a fully state-of-the-art project. Therefore, if a project is going to be developed, two major factors need to be taken into account. Due to high quality, vegetables must be sold retail outlets, etc. The project must be able to supply produce all year round; if not, retail outlets will not be interested. The Industry is still small, and therefore a project of this magnitude will create interest among all the major veg outlet markets. At present there are very few big growers, minimizing the competition. The advantage of hydroponics on a large scale is the availability to produce vegetables all year round in large quantities. This immediately becomes a positive factor with major retail outlets and exporters.

Chapter 4 : Catering Business Plan

Sample text from Catering Business Plan: Executive Summary [COMPANY NAME] is a full service professionally designed restaurant and banquet facility that presents a fresh new upscale dining environment that is family friendly and geared toward business and social gatherings.

Strategic Analysis with current research! The Banquet Hall, Inc. The Company was founded by John Doe. The business will only host one event per day, which will allow clients privacy while they celebrate their wedding or event. The venue will feature a beautiful banquet hall that will be developed from a converted home. The grounds will feature immaculate grounds keeping and landscaping. The third section of the business plan will further describe the services offered by the Banquet Hall. The interest rate and loan agreement are to be further discussed during negotiation. The financing will be used for the following: Doe has more than 10 years of experience in the events planning and management industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years. The Company is registered as a corporation in the State of New York. Below is a breakdown of how these funds will be used: Doe is not seeking an investment from a third party at this time. Doe may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Banquet Hall. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings. The facility will feature an immaculate garden and landscaping. The business will also partner with events and wedding planners that operate within the New York area. Currently, the economic market condition in the United States is moderate. The meltdown of the sub prime mortgage market coupled with increasing gas prices has led many people to believe that the US is on the cusp of a double dip economic recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. The US Economic Census indicates that there are approximately 5, companies that specialize in the rental of banquet halls and event locations. The growth of this industry has remained in lockstep with the growth of the economy in general. Management has outlined several demographics among its target client market, including: The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages. Below is an overview of the marketing strategies and objectives of the Banquet Hall. The foremost marketing strategy that the business will use, will be to develop connections with local event and wedding planners so that the business can continually book events through these planners. This will greatly decrease the amount of advertising required by the business as once a rapport is established with these vendors, they will continually refer business to the Company. Banquet Hall will also maintain a strong level of print and media advertising among local newspapers, event planning publications, and other news medium. The business will also maintain listings in the local Yellow Books. The facility will also maintain a website that has a virtual tour of the facility in addition to standard contact information and booking resources. You should provide as much information as possible about your pricing as possible in this section. However, if you have hundreds of items, condense your product list categorically. This section of the business plan should not span more than 1 page. For each owner or key employee, you should provide a brief biography in this section. Banquet Hall is offering a reasonably priced venue for wedding and banquet events. However, in the event of a steep economic decline, Management expects that its revenue will decrease as people host events at alternative, less expensive venues. In the event of a decline in revenues, the business will be able to maintain profitability after debt service is paid because the business generates significantly high gross margins from the rental of its facility.

Chapter 5 : Download Catering Business Plan | PDF | Word wikiDownload

An effective catering business plan template is loaded with contents which give users more than just a fair idea. The contents of the document should ably convey the crux of the purpose to the concerned individual(s).

Enter your email to reset your password Or sign up using: Coworkers even offer to pay you to organize a dinner for their engagement party. How do you know when it is time to try and make a business out of helping other people throw parties? It can be exciting, but it can be extremely frustrating. Starting a Catering Business: But when they would go to private parties, they noticed that most of the drinks were either wine or the basic gin-and-tonic variety cocktails. Over the past year, HMS Cocktails has transitioned away from catering smaller parties, and is now gearing up for a big launch and catering events with to people. Is it your food? Or is it your personality and the confidence you exude? Master the Logistics One advantage of starting a catering company is that the start-up costs can be low. Many caterers start cooking out of their home kitchens, but in most states, this is illegal and can result in fines or even having your business shut down. Start by checking with your local health department to see what regulations are in your area. In larger cities, it could be wise to look for a commercial kitchen, in which you can rent space by the hour or shift. In smaller towns, try approaching restaurant kitchens that are closed during the day and see if they will rent you the space. One simple rule of thumb to remember: Find the Right Help A few months ago, Pilar Valdes and Binh Ly decided that they wanted to turn the frequent dinner parties they throw for friends into a more serious business. They started Kickshaw Cookery, which in addition to catering special events, also includes a program in which people can sign up for meal delivery. All your profit can be in the leftovers that you are dragging home or leaving with your client. Making sure that people can find us really easily on the Web has been really helpful," says Patinkin, who says that people who have bought their pastries in stores have found them through their website to request that they cater the dessert for weddings and other larger gatherings. Unlike restaurants that people can walk in and see the ambiance, people have to envision what your catering style will be like. A lot of clients are going to be extremely nervous," Vivaldo says.

Chapter 6 : Catering: Planning the Event - The Catering Plan | HowStuffWorks

1. Describe your catering service and the types of foods you want to prepare in the first section of your business plan. Some catering services serve guests at the table while others provide.

Soapy Rides will be run by Mark Deshpande, of the prominent Deshpande family. Mark will be leveraging the incredible good will and brand recognition of the Deshpande family name to quickly gain market penetration. The Business Soapy Rides will be providing customers with three services: Soapy Rides has no true competitors that are trying to offer a high quality service for a reasonable rate. Hiring the best employees is cost effective because it decreases HR costs associated with turnover and other employee costs. Study after study proves that a happy employee is far more likely to provide the highest level of customer service compared to an employee who is not happy and feels that they are being taken advantage of. The Customers Soapy Rides will target three main groups of customers: Consequently, they have nice cars and want them to look nice. There are five different car dealerships within a three-mile radius which will require car washing services for the various fleets. Lastly, there are many different local businesses that have company cars and that require clean appearances. He has worked his way through the organisation and has been the manager for the last five years overseeing operations of R12 Million annually. With 30 years invested in the community, the Deshpande family name has generated significant value as a fair, active member of the community. By year three the business will have developed a respectable yearly net profit. To be viewed as a premium car wash and detail service in East Meadow. Maintain a very high gross profit margin. Maintain a modest, steadily growing net profit margin. Mark has been in the car industry all his life, having grown up in the family car repair business. Start-up Summary The start-up expenses for Soapy Rides will be financed by Mark Deshpande, from the profits he made in selling his part of the family car repair business. Mark is working with the family lawyer to set up incorporation and to discuss lease issues before the business is launched. Business Plan Examples to Get You Going For this reason he is working with an acquaintance to set up the system that will ensure efficient service even during peak usage. Rent on the location has been negotiated and will be R12 per month. In addition, insurance for the business will be approximately R2 per month and will be paid by direct debit on a monthly basis. The services of a contracting company will be sought to convert the use of the facility and to improve the customer waiting room facilities. Services Soapy Rides will provide three services to its customers: Car washing exterior Car detailing. This area has a number of benefits in terms of the market that it will provide for the business. There are a large number of car dealerships in the area " five within three miles of the proposed location for Soapy Rides. Free Business Plan Template Download We believe that the type of car that a person owns says volumes about their driving, and, therefore their car washing and detailing requirements. Owners of newer cars are most likely to use a hand car washing service. These owners take great pride in their cars and will bring them often to the wash and detail service. The goal with these customers is to promote regular use of the wash and detail service. The aim is to inform these customers that Soapy Rides will keep their car looking as good as it did the day they drove it off the lot. Older luxury car owners: These people have either owned their high-end luxury cars for several years or are unable to afford the expense of a new luxury car but want the feel of relaxed driving. Both of these groups want to keep their cars in the best shape possible. Those who have bought second-hand cars will often spend many hours in their cars and will place high importance on keeping their cars looking good. These owners will bring their cars in for regular washes and occasional details. They will also pride themselves on the look of their car and will have their car hand washed at least weekly. They are attached to their cars as friends and though it may be more sensible for them to purchase a new car, they will bring their car in for a wash occasionally, just when the car is dirty. They like their cars to look presentable, and want to keep it in good shape but are not tied up in the look of their car. For this reason, they will not have a detail carried out on their car unless they are selling it. These dealerships often use outside car wash services to detail their vehicles before they are put up for sale. In addition, there are fifteen other car dealerships within a seven mile radius of Soapy Rides. Some local businesses have fleets of cars and small vans that must be kept clean to maintain their company image. For

this reason, Soapy Rides will target people who will tend not to be restricted to these busy times. Retired people older luxury car owners are not restricted by typical work schedules so will be able to frequent the car wash during the week. Dealerships will need cars detailed and washed regardless of the time of the day and week. This will supply a constant flow of traffic. Businesses will need their fleet cars washed during the week during regular business hours. It is quite new and is trying to compete with automatic car washes by offering low prices. However, it is not targeting the customers who seek quality cleaning. The customers who Soapy Rides is targeting have their cars washed based on the quality of the job.

Chapter 7 : Starting an Event Planning Company – Sample Business Plan Template

Related: Event Planning Sample Business Plan Below is a briefing of several places of interest and their various attractions. Mokolodi Nature Reserve: Set in a wide valley just 10 minutes drive from the city, this scenic reserve offers a well-developed network of game drives and stone and thatch chalets overlooking a water hole.

Because there is much to consider when starting a business, a business plan may help you stay focused and reduce stress. Business plans are commonly used when seeking financing from banks and other lending institutions. Your business plan should contain four or five sections and include information about the your vision of the business, start-up costs, licensing and marketing strategies. Describe your catering service and the types of foods you want to prepare in the first section of your business plan. Some catering services serve guests at the table while others provide buffet-style meals where guests can choose from a variety of foods, beverages and desserts, and, in some cases, serve themselves. List specific types of food, such as Asian, Italian, German or American cuisine, as applicable and a sample menu if possible. Indicate whether you plan to provide tables, table settings, chairs and other items needed for an event if requested by the client or if you plan to outsource this work to an event rental company. Determine the amount of space needed to run your catering business in the second section of your business plan. Depending on your needs and budget, you can lease commercial kitchen space, rent space from a restaurant, share a commercial space with another caterer or work from home. Contact local commercial real estate agents to inquire about available industrial kitchen space or contact local restaurants to ask if they rent out kitchen space during off-hours, which are usually late at night or early in the morning. Working from home typically provides limited space to work unless you have a large kitchen, so keep this in mind when determining the amount of space needed to work comfortably. Create a list of kitchen equipment needed to operate your business. Consider the amount of room needed to prepare and store food as well as the amount of room needed to use and store cooking equipment. Equipment may include industrial ovens, large refrigerators and freezers, counter space, food storage space, and storage for small kitchen gadgets such as food processors or pasta makers, knives and other utensils, pots, pans and mixing bowls. Visit restaurant supply stores, online vendors or cooking stores to estimate equipment costs. List all permits needed to legally operate a catering business in the third section of your business plan. List additional start-up costs such as phone, Internet, insurance and transportation costs in the fourth section of your business plan. Contact your insurance company to determine your insurance needs. Include a copy of all insurance policies in your business plan. Create a marketing strategy for your business in the last section of your business plan. List ways in which to meet potential clients. For example, if you want to cater family events, hand out marketing materials such as brochures, flyers and business cards at local parks, family restaurants, day care centers and grocery stores. Contact local businesses if you are interested in catering corporate events to schedule an appointment to market your services. Meet with local wedding planners, photographers, public relations firms and other businesses that help plan events. Bring a sample of your food to showcase your talents and encourage referrals for your services. Tip Complete food handlers training is offered by the Bureau of Consumer Health in Houston and online training is provided by the state of Texas to those companies operating outside of Houston. This training teaches you how to properly handle food to prevent food-borne illnesses such as botulism and salmonella and provides additional credibility to your business, especially if it is operated from a home. Inspections of all food preparation areas, food storage areas dry goods, freezer and refrigeration , temperature logs, sanitation areas and dish-washing stations are conducted to ensure a safe food preparation environment.

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When it comes to starting a business and growing it, it is a known fact that having a business plan can be an added advantage to you; regardless of the business you are starting. After doing your feasibility, it is advisable you write an event planning business plan.

Strategic Analysis with current research! The Catering Business, Inc. The Company was founded in by John Doe. The focus of the cuisine is French and American. Doe will serve as the executive chef for the business. At this time, Mr. Doe is seeking to develop relationships with several event planners, banquet halls, and other venues so that the Catering Business can become the preferred provider of catering services for events. The third section of the business plan will further describe the services offered by the Catering Business. The interest rate and loan agreement are to be further discussed during negotiation. Doe has more than 10 years of experience in the food service industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years. Doe intends to implement marketing campaigns that will effectively target individuals and event planners within the target market. The Company is registered as a corporation in the State of New York. Below is a breakdown of how these funds will be used: Doe is not seeking an investment from a third party at this time. Doe may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Catering Business. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings. Doe will serve as the executive chef of the business, and he will provide all recipes for catered products. The focus of catered products will feature a French-American theme. Prior to each event, the Owner will sit with the prospective client to determine their wants and needs for each event. Currently, the economic market condition in the United States is in recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. Many economists expect that this recession will continue until mid, at which point the economy will begin a prolonged recovery period. In this section, you can also put demographic information about your target market including population size, income demographics, level of education, etc. The key to writing a strong competitive analysis is that you do your research on the local competition. Find out who your competitors are by searching online directories and searching in your local Yellow Pages. Below is an overview of the marketing strategies and objectives of the Catering Business. Doe intends on using a number of marketing strategies that will allow the Catering Business to easily target men and women who are hosting events within the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet. Below is a description of how the business intends to market its services to the general public. The Catering Businesses will also use an internet based strategy. This is very important as many people seeking local services, such as caterers, now the Internet to conduct their preliminary searches. Doe will register the Catering Business with online portals so that potential customers can easily reach the business. The Company will also develop its own online website. The Company will maintain a sizable amount of print and traditional advertising methods within local markets to promote the catering and food preparation that the Company is selling. The business will also partner with event planners that will send referrals to the catering business. In this section, you should expand on how you intend to implement your marketing. List publications, local newspapers, radio, and other outlets that you will use to promote your business. Discuss how much money you intend to spending on marketing. You should provide as much information as possible about your pricing as possible in this section. However, if you have hundreds of items, condense your product list categorically. This section of the business plan should not span more than 1 page. For each owner or key employee, you should provide a brief biography in this section.

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An event planning business plan is a document that outlines the major aspects of your business. It articulates what the business is, its objective, how it operates, the structure and other important elements.