Catering Company (Bailey’ Catering)

Averett University:

June 18, 2017

Tangela Chandler

Executive Summary

Bailey’s Catering shall be registered business entity name. The business entity shall be a company dealing and catering services to the customers within Virginia market. Bailey’s will offer a variety of southern cuisines, that are creative with a modern, contemporary flare. Baileys Catering will have catering services available to cater to every budget. Bailey’s Catering will offer catering for breakfast, brunch, lunch, appetizers, dinner as well as all types alcohol and non-alcohol beverages. Bailey’s Catering will offer a new perspective and dynamic to catering markets, with culinary skills and different perspectives form six talented people who will continue to develop new menu and catering options.

Market plan

The location of Bailey’s Catering shall greatly have an influence the marketing of its services and goods. Bailey’s Catering shall be strategically located along the busy area. Surrounded with many businesses, offices and many passer-byes, the Catering company expects to gain many customers. The quality of the service and goods that are affordable and have fair prices which is the major marketing strategy to attract and maintain customers. Bailey’s Catering shall appreciate that the customers always want value or quality for their money.

Organization and Management Plan

The Bailey’s Catering shall be run and managed by a qualified a Business Manager. Being a private company, the company shall adhere to the Memorandum of Association as well Article of Association as required by the Company Act. The company shall employ qualified personnel to ensure the smooth running of the company.

Objectives

The catering company will offer a variety of quality foods and drinks at affordable prices to satisfy the demands of various customers. The catering company shall embark to proper management of the resources to ensure that the business attains fast rate of growth. The Bailey’s Catering company shall get the inputs from the local markets s at affordable prices and local farmers that shall offer fresh vegetables and meats. To create a service based company whose goal is exceed customer expectations with quality and professionalism. To ultimately increase clients by at least 25% each year with our outstanding food and quality of food and professionalism. Have a great sustainable business as a new business in the industry. And to generate income for all employees and growth and innovation for the business.

Financial Plan

For successful operations of any business, enough capital is required for the smooth operations. The company expects to raise capital from shareholders as well as taking loans from the financial institutions.

Purpose Statement

The company expects to be a world Class Company that offers quality catering services to the customers.

The Service and Products to Be Offered Bailey’s Catering

The services and goods to be offered by Bailey’s catering include quality drinks and food.

Industry Which the Business Will Operate Under

The Bailey’s Catering will be in the hospitality field category within the industry of service that involves planning of the events.

Market Research

The practitioner of the company services in Bailey’s Catering needs to offer foods and drinks of high quality to the guests. And consumers A practitioner of the food service usually operates in the commercial sector, providing a wide services range to the clients. There is a direct correlation between the service quality and nature and the payment to be made by the customers. For this reason, company services of the practitioner have the responsibility and role to continuously carry out his or her duties interactively and professionally with clients so as for offer satisfaction and therefore maintain the growth of company.