

## Catering

Underlined information is option

If you need help with anything you can leave a comment.

# Marketing Plan

- **The business** (You can refer to the business plan or just work with the person in charge of the business plan.)
- **Future** (Future Plans and profit margins)
- **Marketing** (Marketing strategies, again you can refer to the business plan for market trends)
- **Finances: Budget, available compensation** (In case of any issues with customers, i.e. things you can offer them or how much we can refund without affecting the business)

## The Future

- Vision statement
- Mission statement
  - Our objective at Top Chef Catering is to provide a professional event from start to finish. Whether an intimate affair or the biggest of bashes, our team treats every person like family. With our diverse menu, quality food, awesome presentation, excellent service, and a professional staff-all striving to manifest the perfect event! We look forward to working with you to make you feel like a guest at your own party!
  - VISION: "Be Our Customers Resource for All Their Event Needs"
  - GOAL: "Provide Outstanding Customer Service"
  - MOTTO: "Large or Small We Cook Them All"
- Goals/objectives
- Price
- Expected sales
- Budget (You can refer to the plan)
- Monitor

# The Market

- Selling position
- Customers
- Competition
- Market research
- Market target
- Environment analysis
- Market strategy
- Sales & advertising activities

# TOP CHOICE

American Cuisine

## Mission Statement

*Our mission statement here at Top Choice Catering is to provide a professional event from start to finish. Whether it is an intimate affair or the biggest of bashes, our team treats every person like family. With our diverse menu, quality food, awesome presentation, excellent service, and a professional staff-all striving to manifest the perfect event! We look forward to working with you to make you feel like a guest at your own party!*

Address 217 Hay Street, Fayetteville NC 28301

Contact Information (910) 919-0000

Employee List (How many cooks? Servers-if wanted? Accountant? Lawyer? Managers? Just staff in general and how much they will be paid each.)

Business Type General Partnership

Business Goals *"To Provide Outstanding Customer Service"*

Elaborate (Where do we offer catering?)

Prices (How much do we charge and for what?)

Financial Plan Our projected sales forecast for the first year of business is approximately \$100,000. We anticipate \$25,000 to be provided by the partners and \$75,000 will be funded by BB&T.

Target Market Top Choice Catering will be providing service to the general population; however, we do plan to go after that "social circle" that has continuous social obligations. The goal is to show them that they can have high quality food and high quality service for a reasonable price.

Expected Immediate return (How soon will we be able to pay off the loan?)

SWOT Analysis (strengths, weaknesses, opportunities, and threats to a business)

Competitive Analysis (Who is our competition and what are they charging? How much are they making? Why can we beat them.)

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Business Owners

*Alston, Travis*

*Denson, Leandra*

*Graham, Cathy*

*Harrington, Lana*

*Murphy, Willie*

Revelate Owner Experience Ownership has combined experience of over 60 years in the food s

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