



# How to Start a Catering Business: The Catering Business Plan ~ An Essential Guide for Starting a Catering Business

*Sierra Young*

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**If you're thinking about starting a new catering business, then this book is for you!**

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Starting a new business is never easy, but that shouldn't scare you away from pursuing your dream. If you know you've got something to offer from a culinary perspective, and you've got an entrepreneurial spirit and the willingness to work hard, then half the battle is already won. And for the rest, that's where I come in to help! This book is your guide to planning and executing a comprehensive catering business plan that will help organize all your ideas and effectively deal with the potential problems that may arise during your start-up journey. In this book, we'll go through each and every component of your catering business that it takes to be successful, including the catering theme or concept, kitchen resources, menu pricing, basics of catering quotes and policy disclosures, food safety requirements, as well as marketing and client referral strategies. I'm going to guide you step-by-step through each and every piece of the puzzle, ensuring that you are familiar with all the options that are available out there to suit your preferred working hours, and that you are aware of the important aspects to consider when running your business, such as your target audience, licenses and insurance, etc. As I mentioned, running your own business is not going to be a piece of cake, but with a bit of hard work and determination, along with the help of this book, you'll end up with a successful catering business in no time!

## Here Is A Preview Of What You'll Learn...

- Defining Your Catering Concept
- Getting the Right Kitchen
- How to Price Your Menu
- The Basics of Catering Quotes and Policy Disclosure
- Food Safety Guidelines
- Marketing and Client Referral Strategies
- Much, much more!

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