

**FREE VERSION OF GROWTHINK'S
ULTIMATE CATERING BUSINESS PLAN
TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growthink's Ultimate Catering Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growthink's Ultimate Catering Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Catering Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growthink's Ultimate Catering Business Plan Template, please go to <https://businessplantemplate.growthink.com/catering/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Catering Business Plan Template:

[Company Name], located at [insert location here] is a new, upscale catering business focusing on providing a variety of cuisines and services for private and corporate events and meetings.

Products and Services

[Company Name] will offer a full menu of breakfast, lunch, and dinner options (including appetizers, salads, soups, sandwiches, entrees and desserts). [Company Name] will also provide event planning, décor, and floral design services, as well as referrals to additional event vendors.

Customer Focus

[Company Name] will primarily serve the residents within a 15-mile radius of our facility. The demographics of these customers are as follows:

- 308,626 residents
- Average income of \$36,809
- 140,116 households

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Catering Business Plan Template:

[Company Name], located at [insert location here] is a new, upscale catering business focusing on providing a variety of cuisines and services for private and corporate events and meetings

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the catering business for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] learned of a catering business that enjoyed tremendous success. After several discussions with the owner of the catering business, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Catering Business Plan Template:

The following industry size facts and statistics bode well for [Company Name].

According to Reference USA, there are over 45,000 catering companies listed in the United States. However, Research and Markets reports:

The catering industry includes 10,000 companies with combined annual revenue of \$5 billion. Large companies include Centerplate, Restaurant Associates, and Wolfgang Puck Catering, but no major companies dominate. The catering industry is very highly fragmented: the top 50 companies account for less than 15 percent of industry revenue.

However, this report does not include hotels, restaurants and food service contractors that also cater events.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Catering Business Plan Template:

[Company Name] will serve the residents and businesses operating in [company location] holding special events and meetings.

The area we serve is affluent and has the disposable income/profits required to demand off-premises catering services.

The precise demographics of the town in which our business is based are as follows:

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Catering Business Plan Template:

The following prominent caterers are located within a 15-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

Elegant Catering

Elegant Catering is the town's leading caterer and has been in business for 32 years. Elegant offers a wide array of foods, full event planning services, and event design services (floral and décor).

Elegant has an extensive menu and an established clientele, but does not serve a large number of clients who cannot afford its top tier prices.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Catering Business Plan Template:

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

The [Company Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering extensive menu options and menu customization for breakfast, lunch, dinner
- Serving high quality food with sophisticated servers
- Providing excellent customer service

Promotions Strategy

[Company Name] expects its target market to be individuals working and/or living within a 15-mile radius of its facility. The Company's promotions strategy to reach these individuals includes:

Direct Mail

[Company Name] will use local business mailing lists and business association lists to send information to area businesses. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the business.

Public Relations

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of [Company Name].

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Catering Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions, including the following:

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sales work and ongoing corporate account management
- Sourcing and storing ingredients
- Hiring and training staff

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Catering Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been in the catering business for 20 years.

While [Founder] has never run a catering business himself, he has taught cooking classes as the local culinary institute for 10 years. Two courses that he taught included:

1. Dishes to Make any Event Special
 - This course was designed to give students an a repertoire of special dishes for parties and events
2. Fancy Finger Foods
 - This course was designed to give students an overall understanding of how to prepare simple, but seemingly fancy, appetizers that do not require utensils and are suitable for passing.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/catering/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Catering Business Plan Template:

[Company Name]'s revenues will come from off-premises catering primarily and secondarily from event planning and design services.

The major costs for the company will be food production costs and salaries of the staff. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name] is seeking a total funding of \$285,000 to launch its catering business. The capital will be used for funding capital expenditures, manpower costs, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Location design/build:** approximately \$110,000
- **Working capital:** approximately \$175,000 to pay for marketing, salaries, and lease costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Total Revenues	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Expenses & Costs					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$1,375,530	\$1,561,763	\$1,866,977	\$2,027,436	\$2,107,349
EBITDA	\$604,595	\$1,270,268	\$1,542,183	\$1,756,011	\$1,993,364
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
EBIT	\$231,835	\$897,508	\$1,169,423	\$1,383,251	\$1,620,604
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
PRETAX INCOME	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
NET INCOME	\$43,585	\$489,661	\$679,794	\$832,171	\$999,839
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

X. Appendix

Sample from Growthink's Ultimate Catering Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growththink's Fully Customizable Catering Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal!** Los Angeles Times **Inc.**

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