

to two-thirds of the total revenue from a catering job after paying expenses. Catering has the reputation for the best profit potential in the food and beverage industry. Catering allows for a start-up matched to your pocketbook. Kitchen facilities and items such as china, linens and other staples can be rented. It is estimated that 70 percent of the business activity is related to business activities of marketing, cooking, transporting food, serving, clean-up and arranging for help, while only 30 percent of the effort is food related. These percentages are the opposite of restaurants.

Soliciting Business

A good way to start is to talk with the business receptionist who handles the catering. The plant managers or top person's secretary might also be a starting point. Different departments may need to be targeted. Human Resources workers handle such things as safety award and employee luncheons; the President's or General Manager's office handles special events and sales and marketing events for sales staff or customers.

Resources

Kahn, Sharon, and The Philip Lief Group, "Catering Events and Festivals," 101 Best Businesses to Start; pp. 173-189; Main Street Books; Doubleday; New York, NY. 1998.

Vivaldo, Denise, How to Start a Home Based Catering Business, 3rd Edition; The Globe Pequot Press; Guilford, CN; 2000.

<http://webfoodpros.com>

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