

Running Head: Assignment

**MANAGING ENTERPRISE IN THE 21ST CENTURY**

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### ***Executive Summary***

Our catering service will start rental services of culinary products and catering business for events to companies and individuals from 2020. The company operates as a franchise/license chain and currently has only one branch in England. The headquarters are located in Saint David.

Buyers warn that for a catering service to be reliable it must have a better climate; this means fun and welcoming employees, a smart choice of branded menus and new and occasional contributions generate energy for customers and agents. And finally thanks for the customer's business. Personal connections such as the manager or business owner who are standing at a table to guarantee the quality or sending a candy centre for a birthday can have a lasting impact and help build enthusiastic relationships with customers and build credibility.

Utilizing the five strategies to help sort out what our catering services' RPDs ought to be will help set us apart while utilizing our innovativeness as an administrator or restaurateur. On the off chance that input is positive, benefactors will look to us as the imaginative chief and architect, and acclaim us for a job done the right way. This, thusly, will build the general supportability of our catering service.

## **Table of Contents**

|                                |   |
|--------------------------------|---|
| Business/Company Overview..... | 3 |
| Organizational Plan.....       | 6 |
| References .....               | 8 |

## ***Business/Company Overview***

Catering is an extremely broad industry. It is divided into different food sources depending on the idea of interest, accessibility in the field, availability of raw materials and size of the association (Martins, Hogg and Otero, 2012). The food industry offers a variety of qualities that enable and coordinate cooking at the customer site. The Catering business has become one of the most Successful and Profitable businesses with the top-notch potential of growth and expansion in the market today. The catering business has great attraction and gained an integral part of the daily routine where it is being preferred for almost every Event whether it is at the smallest or largest scale. For Example, either they have a wedding Anniversary for 2 persons, a small family get together, A Party of any type or Grand wedding ceremony (Caplan, 2013) of over hundreds of guests, they can't avoid its necessity or people do call for this Service on every occasion and every topic to get relaxed of all tensions related to this topic.

There are excellent full-time or part-time options for any event, in any food service process. There is no doubt that catering is a demanding job that requires good work endurance, vowel pressure and the standards required by the customer. It also relies entirely on successful interpersonal skills, which are vital to running this business. Reputation works perfectly to seize the new opportunity and succeed, especially in a company that needs to focus on willingness, always being ready to work hard, and the ability to work under pressure. This type of corporate catering category is gradually developing and gaining reputation with people of all income levels.

The catering sector is always in high demand and is growing steadily as the demand for more and more first-class households is very high (Tilman *et al.*, 2011). People with rapidly growing life opportunities have a better work environment, many reasons to change their

lifestyle, and their families always need a professional event planner for social gatherings such as weddings, family gatherings, corporate events and other events they need. It can manage events-related activities and services, including catering, quality catering, which staff should enjoy (*Food Outlook – Biannual Report on Global Food Markets*, 2020). Therefore, there is no doubt that companies of all types and sizes use catering services at opening ceremonies, cocktail parties, corporate meetings and other corporate associations to create and enhance their positive image through sales and marketing tools to stay competitive and Correctly promote the product.

Catering service is one of the most important companies in the world. The hospitality industry has been involved in a number of different small businesses, but there are two major types of accommodation: On-Site and Off-Site. Both types of food can be expressed as a large volume and small volume. Resource-based catering includes a meal, meeting or event, depending on the club's motive or the arrangement that coordinates or supports the capacity (Hoberg and Prabhala, 2009).

Basic catering is fundamentally different from non-basic catering in non-basic catering services. For instance, in a client's home, some offices, or possibly some reserved area, since all the staff, food and style need to be sent to the remote area. For the same reason as offering many events, food is set up in the main kitchen or possibly the basic kitchen. Once completed, the meal is delivered to various resources available in the client area or a part of the preparation of the meal in the event, can be done completely or partially in a designated area (Halsen, Burke and Pearce, 2019).

There are various explanations for orders from restaurants. Catering can also be divided into different segments such as open catering and corporate / business catering services. Social or public catering services; It includes events such as weddings, bars and gatherings, high school

gatherings, birthday parties, and noble or potentially sports-related events. Business catering services include activities such as affiliate shows and meetings, city or network meetings, corporate agreements or investor meetings, appreciation celebrations, the launch of new items, training courses can be educational or labour-intensive, meetings with suppliers and buyers, executive donations for dinners and relationships.

On-site catering, catering based mainly on the entire management and resource plan drawn up by the company itself, is the foundation of the parent company's foundations. For example, corporate chief plans and delivers food and drinks and other customer needs without removing food or services from the company's expertise. There are many catering associations in the UK that set up rooms on the ground to provide private party services. A large catering company can have an exceptionally planned and isolated format in multiple lounge areas connected to an integrated industrial kitchen for cooking. The spaces specific to this hall can be accessed at the same time to continue the activity at its source and to make seating specifications and overflows. In addition, these lounge areas can be used and rented for private parties, e.g. It is for a wedding, reunion or birthday party and may require their own assistance and alternatives. Different catering scenarios include hospital catering services, school and university catering services.

Outside catering is part of the catering service; where the customer is managed outside the club and can be removed from the original catering unit. There is an event in a food production office in a self-contained kitchenette used to prepare a dinner served in different locations. Various situations include, but are not limited to, established offices, accommodation, cafes, and club kitchens. In most cases, there is no up-to-date kitchen office in the area where the

food is served. Chefs offer a one-off grocery service, but not all grocery suppliers do anything equivalent to this.

### ***Organizational Plan***

This catering business is a partnership business with 5 partners in total. Five of the partners have an equal stake in the business and will have an equal profit/loss sharing ratio i.e. 20% profit/ loss sharing ratio. Following are the details of the members

- Kremena Katsarova
- Mario Nedev
- Ekaterina Hristova
- Jose Cruz
- George Paskalev

There are a wide variety of essential catering services out there, this catering business aims to create a deficit in the off-base catering industry. A date is never worth it, and just because a collection is being made or dinner is served does not mean that we should lose our sense of well-being or our satisfaction with the food. Individuals can eat nutritiously and appreciate what they eat. Acceptable, bold and a new focus on food that offers our customers and guests a fascinating and unrivalled experience. This will be a new task: a food organization that uses the best arrangements to make a delicious smoothie made from scratch articles for our customers. Creative plans and organizational styles for events suggest robust, tasty products that clearly meet the needs of our customers.

**HEALTH** Our food and drinks are prepared with the best ingredients. We create innovative dishes that are full of flavour and nutrition. We usually offer alternatives to indulgent meals. However, at the request of the customer, we can prepare meals in any way we want.

**CUSTOMER INDIVIDUALIZATION** Our goal is to create an experience for each client based on their needs and requirements. We can do this by preparing each meal from scratch and giving our customers enough planning time to understand their needs. We create special meals for the event and go beyond a standard menu of goods/services.

**INTEGRITY** This can do many things for our customers. All the events we attend are carried out by all teams. The client will always enjoy its event as they can be confident that every new detail will follow. The new employees will provide services such as entertainment, bartending and cleaning. It is always delivered as agreed between the customer and the company.

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# **MANAGING ENTERPRISE IN THE 21ST CENTURY**

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# INTRODUCTION

- The catering sector is always in high demand and is growing steadily as the demand for more and more first-class households is very high (Tilman *et al.*, 2011). People with rapidly growing life opportunities have a better work environment, many reasons to change their lifestyle, and their families always need a professional event planner for social gatherings such as weddings, family gatherings, corporate events and other events they need. It can manage events-related activities and services, including catering, quality catering, which staff should enjoy (*Food Outlook – Biannual Report on Global Food Markets*, 2020).
- Outside catering is part of the catering service; where the customer is managed outside the club and can be removed from the original catering unit. There is an event in a food production office in a self-contained kitchenette used to prepare a dinner served in different locations. Various situations include, but are not limited to, established offices, accommodation, cafes, and club kitchens. In most cases, there is no up-to-date kitchen office in the area where the food is served. Chefs offer a one-off grocery service, but not all grocery suppliers do anything equivalent to this.

# **BUSINESS/COMPANY OVERVIEW**

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# PRODUCT AND SERVICES

- For the Catering Industry a menu is the inventory of dishes which are prepared for services or accessible food or refreshment things for the clients to choose from. The food elements which are accessible for the clients to look over are partitioned in to various classifications. This relies upon the hour of supper taken or the specific occasion. The array of a menu is the main piece of a sous-chef's work. Menu Planning considered as a workmanship which can be acquired after experience and study. The menu is a connection between the client and the culinary service. A menu for an association ought to be deliberately thought of and afterward arranged by the foundation's experts, in particular the food and refreshment supervisor, the chief culinary specialist, and the food and drink regulator

# PRODUCT AND SERVICES

- The French chef Antonin Careme (1784-1833), who was considered the old-fashioned food organizer, was confirmed. The menu is a register that controls and coordinates sourcing activities and is considered the cafe's main sales tool ('Cooking for Kings: The Life of Antonin Carême, the First Celebrity Chef', 2005).
- Our menu includes a better understanding of religious aspects such as kosher and halal food, as well as a variety of regional cuisine options (available on request). Our services include cocktail service, open buffet catering, go / delivery offerings, dinner catering service, family style catering, food station catering service and bicycle bar service. During the mixed drinks party cooking, employees regularly set up an appetizer stand, but this can also be promoted at a table where guests can help themselves.

# PRODUCT AND SERVICES

- Our buffet food service (Wansink and Hanks, 2013) is less formal than a plate dinner and is a standard alternative to big business, social or charitable events. Guests have the opportunity to meet and chat while helping them out with specially arranged delicious meals. The key here is to offer a meal mix and take into account different dietary trends. Individuals can also provide services in amounts based on their personal opinions. Some will return for a relatively long time if they are still starving or need to try something they overlooked. Having guests help themselves will reduce staff costs if we don't have many cutting stations or plates that require strict segment control. If they can't find the right balance between protein and vegan food, they can often come across any guest with unusual dietary restrictions or sensitivities.

# MARKETING AUDIT

- A marketing audit should examine all current, past and planned marketing activities to perform a comprehensive gap analysis and prioritize a list of improvement areas (on "baseline" and "baseline") the future. To consider infrastructures in terms of performance and productivity. When comparing restaurant marketing strategies today to twenty years ago, the most striking finding was that many marketing strategies are on the decline and to what extent businesses are taking over from others. -Location. More than a decade ago, Pizza Hut used newspaper ads to market its pizza-shaped headsets. Today, the chain emphasizes the use of Facebook, Twitter (Kemp, 2019) and Snapchat (Tan, MacMillan and Marshall, 2014) outlets that didn't exist in the 1990s (Ford *et al.*, 2019).

# MARKETING AUDIT

- Our core strength is the ability to customize high-quality service, food and atmosphere to ultimately achieve customer satisfaction.
- There is a lack of standardization for the ordering process as there is so much fluctuation for each event.
- There are many options for special dining events such as weddings, religious gatherings, and occasional gatherings. Due to the growing Jewish and Muslim population, dining events increase the likelihood that more weddings and religious ceremonies will be required. Outside of this community, we have the potential to attract more outside events such as weddings, business meetings and political events.
- The current economic environment is very unstable due to the epidemic, which means organizations and individuals may not have the budget to support them. Most weddings or ceremonies take place in a controlled and less crowded environment, with cheaper venues and small catering services.

# TARGET MARKET

- The UK market covers a large hospitality market (Novelli, Schmitz and Spencer, 2006). There are many food and beverage organizations that provide the environment for the creation of food and beverage related services. These facilities include select five-star hotels, three-star hotels, specialty restaurants, fast food restaurants, outdoor catering and transport catering services. Our target market will have a different population. But one group cannot be in a different population (Everett and Slocum, 2013).
- However, our services are for everyone, but based on trends in the food industry, healthcare and local communities, we will market and serve a specific niche for customers (Forwood *et al.*, 2015).

# TARGET MARKET

- Two main groups are addressed and another group can be added as a unique customer group. Our first target group is women aged 30-50. Trends show that they are related to health, especially age, weight, and appearance. Fresh, every recipe or menu includes seasonal, fresh and healthy ingredients to ensure food is flawless and tasty. This way, we get an experience that customers and guests will want to copy. As health trends increase, there will always be a demand for healthy foods and alternatives.
- The second half of the target audience are local businesses and businesses. Partnerships provide a stable and more reliable source of income. The target audience is local departments, non-participating event planning companies and other companies that require regular meals or entertainment. Target companies should share the value of a healthy lifestyle. These can be found in surveys such as "The Healthiest Workplaces" and the fitness industry. Services for the company's wellness plan can also be provided.

# MARKETING PLAN

- As a general rule, "Never spend a dime on marketing until we invest at least a penny to plan how this will work most effectively." The more innovative and sound to which type of promotion plan is relevant is that it depends on the complexity of the framework and the resources that must be placed in order for a group to have one or more methodological experience. Insightful and comprehensive research to assess verifiable, current and future situation and improve key information and recommendations.
- Our goals are planned based on the general vision and letter of intent, in which our organization sets long-term, medium-term and temporary goals. The usual corporate level goals are organizational discretion and speed of return for investor companies. For food management, our ultimate goal is to get some of the piece and retain customers that will eventually turn into business. Whether the challenging food organization is forcing different chefs to ultimately maintain a leadership position or expand their offerings in the neighbourhood or in the global market, which might just be the beginning of the goal. Progress for the organization

# MARKETING PLAN

- We are at a very fundamental stage where our organizational systems violate their lines, ratings and services. In addition, necessary correspondence should be planned to convey brand and channel representation. After selecting the target drone, customers get the contrast number of new customers (Kotler and Keller, 2016). Additionally, there are five strategies that must be combined with a general coffee technique to excel: consistent food management, food quality and safety, innovation, advertising, and creativity. So how can we make and maintain an efficient coffee and complement it, expand support and add new foods to the buyer? Whether we need to open another restaurant or upgrade an existing one, it should move away from the aforementioned incentives and strategies in our operations to improve the image of our cafe and increase its earning advantage.

# **MARKETING PLAN**

## **– FOOD QUALITY AND SAFETY**

- Basic studies of food screening, vulnerability attacks and deficiencies in heating, ventilation and cooling (HVAC), cooking appliances and coffee cage increase the likelihood that our restaurant's image will be distracted (e.g. blacklists or scary surveys). United Fresh Produce Association emphasizes the importance of correspondence with the rest of the world, including the media, so that they know that a cafe is not worth supporting during its two-day onboard emergency workshops.
- It is very important to prepare our waiters and waiters to reveal precautions and intimidate the kitchen when our visitors are very sensitive to food. This is necessary in order to avoid difficult money-related conditions and measurable liabilities. On the other hand, visitors can be severely or closely reproached for warning coffee staff of hypersensitivity.

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# MARKETING

- Using innovation as a display device can create efficient and comprehensive awareness depending on our cafe and its character. Use intuitive web-based media tools, e.g. Posting content to our blog, Twitter (a mini-letter for our blog) and Facebook (a party website) to add articles about our restaurant's food style. For example, it can raise awareness of strong segregation (RPD) targets at this time.
- Understanding our restaurant's segment and psychological profile is crucial to taking advantage of our opportunities. It is also useful to decide what keeps recipients from coming back, for instance, indifferent music, changing menus, cooking specialties or different occasions for visitors. For example, 43.8 percent of school and college eating programs showed that panini candies (Italian hot pressed sandwiches) are on the rise. So if our segment is between 18 and 24 years old, we may need to consider adding panini to the menu. (Reuters, 2009)

# MARKETING

- Distributing coffee magazines, articles and information gathering documents at facilities and affiliates is likely to be at the forefront. Some other options are Nation Restaurant News, QSR Magazine, R&I Magazine, Restaurant Hospitality, and Technomic. For example, the Restaurant Growth Index (RGI), distributed by Business Restaurant in April 2009, states that school cities and event venues are the best places to open restaurants. (English and English, 2020).
- Our catering service will implement ideal procedures and strategies, including its various staff and partners as part of the proposed stakeholder group to which the message will be conveyed. Because the brand sees them as connections with their customers, the organization needs to involve employees to communicate what the organization is connected to. Make sure we implement skilled systems. Remember that dynamic management and the diverse people in the organization have the human resources capability of the organization. This is very important for our catering service so that the staff can reach standard levels.

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# MANAGEMENT TEAM

- The food industry is incredible and one of the strongest in the world - everyone should eat after all! In fact, there are some interesting dynamics in this area, for example: If labour costs increase, it is uncertain how long profitable food companies will continue to operate. PESTEL or PESTLE is an acronym for political, economic, social, technological, environmental and legal factors (Planellas and Muni, 2019). Foil analysis is a good method for identifying opportunities and risks in an external business environment. By fully understanding the environmental factors that may affect the business, the business owner can make instant decisions.
- It is very important to pay attention to the indoor and outdoor environment of our restaurant. We need to plant indoor plants regularly and keep them clean. Our customers can easily contact us as the environment is clean and well-maintained. Try using recycled materials and follow food waste disposal guidelines. Donate to charities and those in need. Any impact on the environment is critical to the development of your business and your loyal customer base (Ko, 2013).

# MANAGEMENT TEAM

- Thanks to a central organizational structure, we are the only decision makers in our company as entrepreneurs. We make every business decision, from customer acquisition and supplier selection to the implementation of our business strategies. This structure puts a lot of responsibility on our shoulders and requires knowledge of many disciplines, including food preparation, customer service and marketing. The weaknesses in these areas are the weaknesses of the business.
- A decentralized structure for a catering company that is divided into several departments and where all managers work in a semi-autonomous state. We can still assign tasks to departments, but our supervisors take care of the daily operations of each department. This way, we can hire a trained cook to prepare our meal and a business expert for our marketing department. Specializing in the workforce can cost us more work, but also generate more revenue by paying for better customer service and better products.

# MANAGEMENT TEAM

- We are a catering company that offers our customers food and drink on request. These companies include not only cooks and waiters, but also a complete management team that takes on core tasks such as marketing, communications and customer management. Various departments and positions of a catering company are regularly organized. While this means that the best employees have the most experience and responsibility, top managers can have minor roles and responsibilities.

# FINANCIAL PLAN

- This sector can only emerge if a comprehensive approach is planned for the company from the start. In this case, we can't do without a well-developed business plan. The good thing about this business niche is that we can start cooking from our home, our kitchen. Our detailed budget for the catering business will assist us with upfront costs of purchasing production equipment, products and other critical materials. Our project involves using a catering budget, profit and loss template to inform us about future income and expenses.

| Projections- Year 1       |          |
|---------------------------|----------|
| <b>Expenses:</b>          |          |
| Inventory and Supplies    | £1,000   |
| Cost of Food              | £ 10,000 |
| Wages                     | £ 7,000  |
| Administrative Costs      | £ 3,000  |
| Sales and Marketing Costs | £ 2,000  |
| Total Projected Expenses  | £ 23,000 |
| <b>Revenues:</b>          |          |
| Total Projected Revenues  | £ 42,000 |

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