



**FOOD
CATERING**



I want to start my own Catering Business in the Camden, New Jersey area.

- a) I am 37 years old. I have worked in many restaurants and hotels doing catering for more than 10 years, I have 10 years of experience designing menus and preparing dishes from gatherings of over 100 people. I have experience catering weddings, parties, corporate meetings, conferences, banquets, and other special events.
- b) Over the past 10 years, I have served hundreds of people; I love food Catering. that's what I like to do.
- c) The focus of my business will be to SERVE residences and small businesses for their food catering needs, within a 20-mile radius of my home.
- d) I will offer my clients a **Full-Service Catering Experience**. This includes food, preparation and service, table, and chair supply, pre (Hors D'oevres) and post (dessert) meal serving...a total turn-key operation.
- e) Are you getting married and need a reception at your home? Do you want to celebrate your kid's Birthday? Do you have a business meeting and need to feed a 100 people?
- f) I have worked in catering for 10 years. I would like to have my own transportation and my own equipment to offer my Catering services.
- g) I'm looking for a Capital Infusion of \$35,000.

#2) EXPERIENCE AND TIME MANAGEMENT

- a) I've done Catering Service for the past 10 years; working for several different restaurants and hotels. I want to have my own Catering Business.
- b) I've planned to do this business on a Full Time-Bases.
- c) I'm looking for an Initial Investment of **\$35,000** .

The specific use of the **\$35,000** is as follows:

• Transportation Vehicle (Van)	\$15,000
• Cooking Equipment (Holding food burners, portable grills, outdoor burners, oven gloves, pots, and pans, cooking utensils etc.)	\$ 5,000
• Serving Equipment (table settings, food pans, 2 large Tents and 1 large cooking tent. servings trays, tray stand, dishes, serving utensils, etc.)	\$ 5,000
• Insurance & Registration	\$ 500
• License and permits	\$ 500
• Advertisement Promotion	\$1,000
• Accounting and Legal	\$1,500
• Working Capital	\$3,500
• Miscellanies	\$3,000
Total	\$35,000



The specific type of issues for me, as the **Catering Manager-Coordinator**, are:

- **Catering Manager-Coordinator** – I will be the main point of contact for this business. The Investor can speak with me and at any time regarding any issue. As the **Catering Manager-Coordinator**, my experience and proven success in catering is the key aspect of this business. I am in good health and physically capable to run this business.
- Effectively, as the **Catering Manager-Coordinator**, I am the key person for this new business. My ability and energetic approach everyday will make this a success.
- **As the Catering Manager-Coordinator** I will earn a salary/take a draw of \$2,000 per month... or a 100% of revenues generated from activities, for the first 120 days.
- **As the Catering Manager-Coordinator** I will hire help part-time help, as needed. My grandmother will help with cooking. my sister and sister-in-law will help with all aspects of the business. My brother, an accountant, take care of the books.
- I will be totally focused on generating business from day 1. With all of my contacts in the catering world – specially in the Philadelphia and Camden markets – I will have no problems booking business.

The New Company name and Information:

- Company Name: Food Catering Service
- Ownership %:
 - 50% - Mario
 - 50% - Investor***
 - ***% ownership changes upon total payback.
- Office location: 2524 Palace Place Camden, New Jersey
- Bank: Bank of America

A.) Pricing, Margins and Charges -TBD

B.) Mario is 37 years old. He has 10 years of catering experience. This represents a unique opportunity to make some money—for the investor and for Mario.



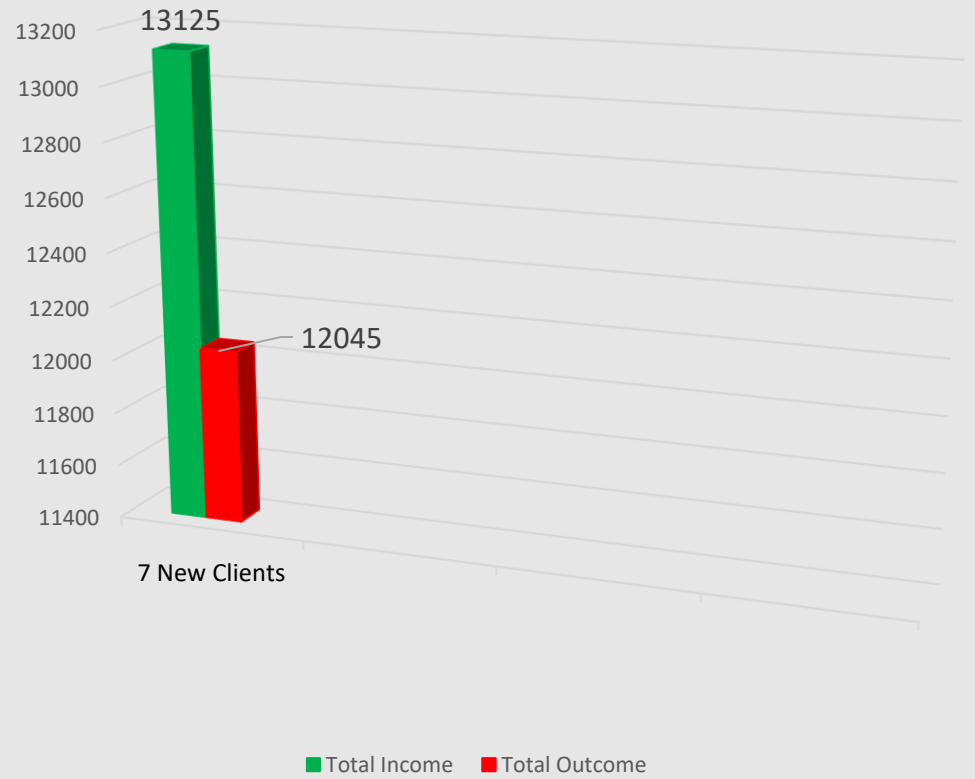
#3.) CASH FLOW

Involves the **inflows and outflows** of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompanying graphs...We should view the cash flow in this light.

- a) This cash flow analysis involves the cash flow for the new company, **Food Catering.**
- b) Accordingly, a very succinct Monthly 1st year's cash flow is as follows:



Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 7 New Clients per month, for the first 3 months, with an average size client. 75 clients at \$25 per head per month. 75 clients @ \$25 per head=\$1,875 \$1,875 x 7 jobs = \$13,125	\$13,125	(5) workers per event/job, \$100 per worker, is \$500 labor per event. \$500 x 7 jobs = \$3,500 Food and Materials amount to 1/3 per head cost, or in the \$25 per head figure...= \$8 per head cost. 75 clients @ \$8 = \$600 \$600 x 7 jobs = \$4,200	\$3,500 \$4,200
		Salary Catering Manager	\$2,000
		Gas/Travel Expenses	\$ 1,000
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 245
		Payback to Investor (48 months)** start payback in 6 mth, amount not added here to monthly expenses (deferred until 7 months) \$35,000/48 =\$730	\$ 0
Total Monthly Income	\$13,125	Total Monthly Expenses	\$12,045



SUMMARY OF PROJECTION#1: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$13,125 – Cash Outflows (Expenses) of \$12,045 = **\$1,080 Positive Monthly Cash Inflow.**

#4.) CONSTANT STREAM OF CUSTOMER

Much of this plan needs to focus on how to obtain a **Constant Stream of Customers**. Here is a list of pro-active prospecting activities that we will need to implement to ensure that we have a **Constant Stream of Customers**.

- a) 10 proactive calls by Mario each day.
- b) Networking by Mario: 3 nightly social gatherings a month.
- c) 20 new postcards to be mailed out each week.
- d) Start a 5 x 8 index card system; transfer daily results into Microsoft data base each day.
- e) Break-even per month is achieved at 4 Clients. (All efforts must be made to reach 4 clients—the breakeven point—as soon as possible)

There are **5 specifics things** that Mario is accountable for each day.

What will he do (specifically)?

- 1) Make phone calls and answer phones.
- 2) Proactively make prospecting phone calls each day.
- 3) Solve any problem or concerns ASAP...do not let issues fester.
- 4) Perform all duties related to the company.
- 5) Fill out his daily Executive Book. Keep track of all expenses and income.
- 6) Be the Chief Communication Officer of the company.

When will he do it?

- 1) His hours are from 8:00am to 8:00pm; he is working at this as a Full-Time entrepreneur.
- 2) He is responsible for communicating with the Investor as much as is needed.





How will this prospecting work?

- 1) Telephonically, pick up the phone.
- 2) Focus on Residences and Small Businesses.
- 3) Focus on his part time workers.
- 4) Focus on targeting profitable events.
- 5) Focus on creating his 'BRAND' as a premier caterer in the area.

Why do it at all?

- 1) Prospecting works.
- 2) Need to Keep Score. Wishing is not a way to do business
- 3) Other Advertising will follow in 3 - 6 months.
- 4) Mario is the business; its success depends on his initiative and execution.

How much should he call?

- 1) As much is stipulated...can be adjusted.
- 2) Mario will serve as the communication-hub of the new business.
- 3) It's not a matter of how much he should call, but rather developing a system and follow up process to ensure that he has a full pipeline of clients and events scheduled.



#5.) DAILY PLAN

A.) Daily Plan for Workflow

- 1) An Executive Notebook, which describe a daily Plan of Action, will be completed daily by Mario.
- 2) Daily Plan is not optional.
- 3) Mario will text workers with the activities of the day.
- 4) Part-time workers will be updated daily/weekly by using a calendar.
- 5) Reality: workers must be constantly available for Mario.
- 6) Mario must make a concerted effort to constantly look for part time workers.
- 7) The 5x7 index card system – which everyone will perform – will be automated after 3 months. The 5x7 index card system will continuously be used.

B.) Daily Plan for Mario.

- 1.) Develop communication processes (i.e. Billing, E-mail, Communication with Clients, Communication with workers, Use of Book-Keeping Software).
- 2.) Review appropriate information with workers and clients on a daily basis.
- 3.) Keep Executive Book with you at all times.
- 4.) COOPERATE with Workers, and Clients.
- 5.) Write things down, don't forget things...

D.) Daily Plan for Part-Time Worker

- 1) Incorporate Daily Plan from Mario with your schedule.
- 2) Communicate quickly and consistently with Mario.

#6.) ORGANIZATION

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.

A.) Organize your Target Market

- 1) Target Residential Homeowners...Small Business Owners.
- 2) Target Affluent Customers.
- 3) Target Wedding Planner

B.) Organize your Clients

- 1) Understand - the 80-20 Rule.
- 2) Identify – know who your top 40 - 45 Clients are. Know exactly what each property needs.
- 3) Categorize/Segregate... don't waste your time on timewasters.

C.) Organize your Desk

- 1.) Mario needs to keep his desk organized. Fill out Executive Book Daily.
- 2.) Mario will handle all BILLING (80% of the billings should be electronically).
- 3.) Daily Action Plan needs to be writing down each day by Mario and texted to the PT worker.



#7.) PERSONAL PREPAREDNESS

A.) Are you ready to do this?

- 1) Mario and the Part-Time worker need to speak to each other each night to evaluate the next day's activities and plan for the next day's needs.
- 2) Mario has sufficient energy to entertain this business.
- 3) Mario wants this to be his FT work and also to become his retirement business income.
- 4) This re-focusing of his business life will be more profitable and a bit less stressful for him as he gets older.

B.) Personal Assessment

- 1) Mario is 37 years old. His physical and mental health are excellent.
- 2) Mario is excited to transition to his new businesses; and to focus on Residential Homeowners and Small Businesses.
- 3) There are no personal, business, or other obligations in his life that will impede him from doing these new businesses.

C.) Compelling Reasons.

There are **3 primary things** that Mario wants from this business.

- 1) Re-focus this business to serve as Mario's primarily source of income.
- 2) After 1 year, Mario plans to sell this type of business as a business opportunity (nationally ... after 1 years of operations).
- 3) To allow Mario more flexibility– and to earn more income.



#8.) PROJECTIONS

I'll present 3 different Projections Scenarios...which are Projections. The 1st Projection is from the CASH FLOW Section of this presentation. The last 2 Projections are changes to the amount of business generated ... or jobs completed.

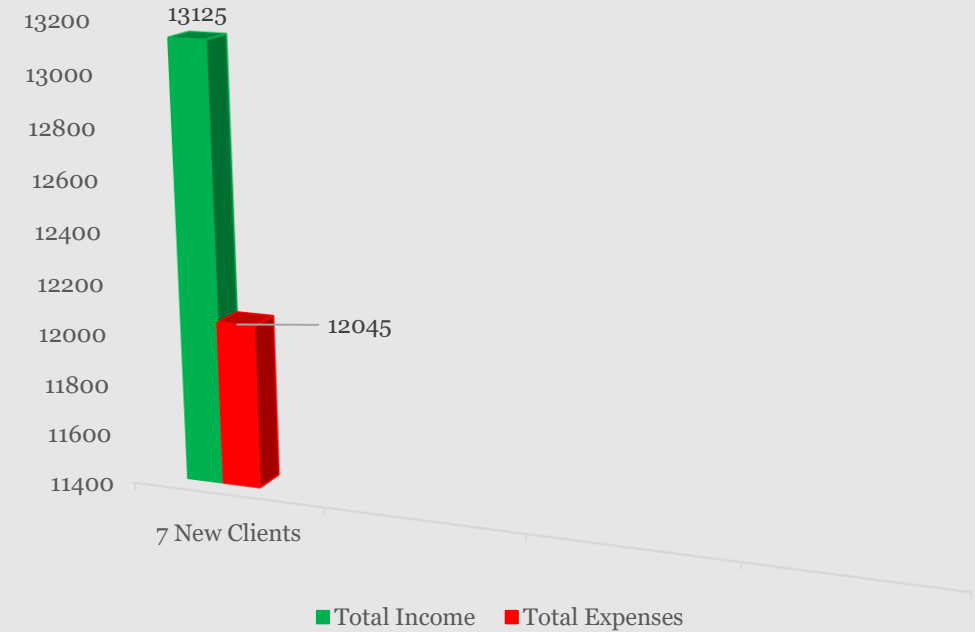
These Projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

- 1.) These Projections have nothing to do with his present business.
- 2.) These Projections can be altered and reconfigured at any time.
- 3.) These Projections involve a 1-time Capital Infusion of \$35,000.
- 4.) These Projections should be reviewed with Mario and the Investor – against actual revenues – to determine actual expectations, going forward.



PROJECTION SCENARIO #1

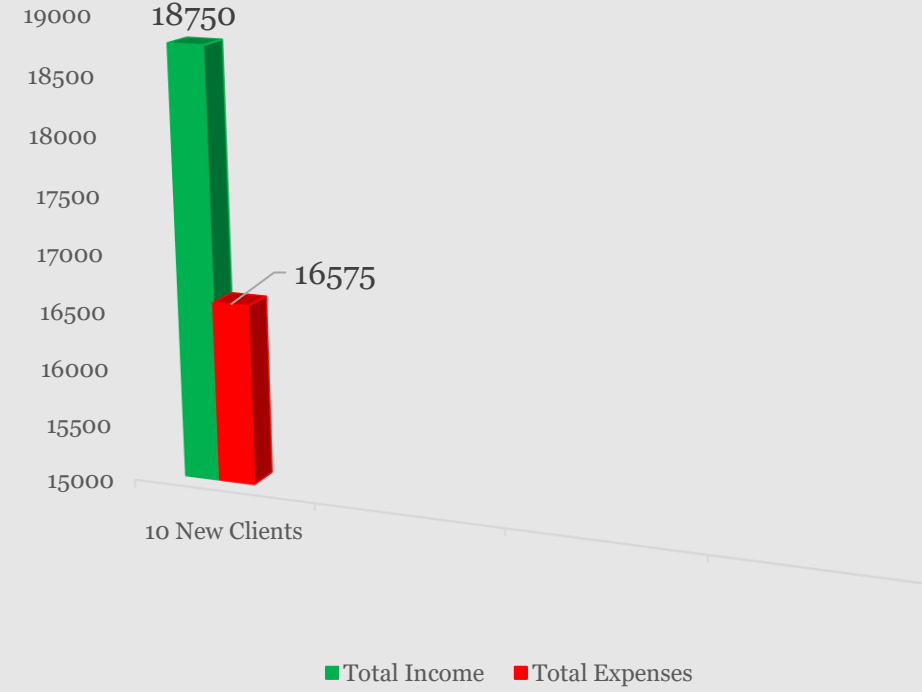
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Projected 7 New Clients per month, for first 3 months, with an average size client size 75 clients at \$25 per head per month.	\$13,125	(5) workers per event/job, \$100 per worker, is \$500 labor per event. \$500 x 7 jobs = \$3,500	\$3,500
75 clients @ \$25 per head=\$1,875		Food and Materials amount to 1/3 per head cost, or in the \$25 per head figure...= \$8 per head cost.	\$4,200
\$1,875 x 7 jobs = \$13,125		75 clients @ \$8 = \$600 \$600 x 7 jobs = \$4,200	
		Salary Catering Manager	\$2,000
		Gas/Travel Expenses	\$ 1,000
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 245
		Payback to Investor (48 months)** start payback in 6 mth, amount not added here to monthly expenses (deferred until 7 months) \$35,000/48 =\$730	\$ 0
Total Monthly Income	\$13,125	Total Monthly Expenses	\$12,045



SUMMARY OF PROJECTION#1: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$13,125 – Cash Outflow (Expenses) of \$12,045 = **\$1,080 Positive Monthly Cash Inflow.**

PROJECTION SCENARIO #2

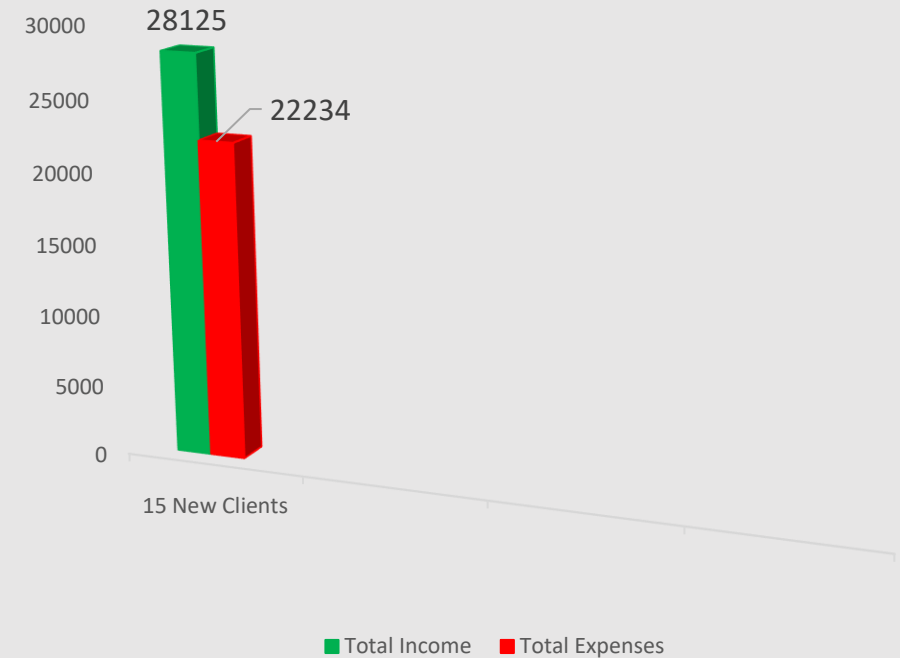
Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 10 New Clients per month, for first 3 months, with an average size client size 75 clients at \$25 per head per month. 75 clients @ \$25 per head=\$1,875 \$1,875 x 10 jobs = \$18,750	\$18,750	(5) workers per event/job, \$100 per worker, is \$500 labor per event. \$500 x 10 jobs = \$5,000 Food and Materials amount to 1/3 per head cost, or in the \$25 per head figure...= \$8 per head cost. 75 clients @ \$8 = \$600 \$600 x 10 jobs = \$6,000	\$5,000 \$6,000
		Salary Catering Manager	\$2,300
		Gas/Travel Expenses	\$ 1,200
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 204
		Payback to Investor (48 months)** start payback in 6 mth, amount not added here to monthly expenses (deferred until 7 months) \$35,000/48 =\$730	\$ 730
Total Monthly Income	\$18,750	Total Monthly Expenses	\$16,575



SUMMARY OF PROJECTION#2: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$18,750 – Cash Outflows (Expenses) of \$16,575 = **\$2,175 Positive Monthly Cash Inflow.**

PROJECTION SCENARIO #3

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 15 New Clients per month, for first 3 months, with an average size client size 75 clients at \$25 per head per month. 75 clients @ \$25 per head=\$1,875 \$1,875 x 15 jobs = \$28,125	\$28,125	(5) workers per event/job, \$100 per worker, is \$500 labor per event. \$500 x 15 jobs = \$7,500 Food and Materials amount to 1/3 per head cost, or in the \$25 per head figure...= \$8 per head cost. 75 clients @ \$8 = \$600 \$600 x 15 jobs = \$9,000	\$7,500 \$9,000
		Salary Catering Manager	\$2,500
		Gas/Travel Expenses	\$ 1,200
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 204
		Payback to Investor (48 months)** start payback in 6 mth, amount not added here to monthly expenses (deferred until 7 months) \$35,000/48 =\$730	\$ 730
Total Monthly Income	\$28,125	Total Monthly Expenses	\$22,234



SUMMARY OF PROJECTION#3: A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$28,125 – Cash Outflows (Expenses) of \$22,234 = **\$5,891 Positive Monthly Cash Inflow.**

#9.) CAPITAL INVESTMENT

The Capital Investment breakdown of \$35,000, as previously stated in the Experienced People and Time Management Section#2, of this fully developed PLAN, is as follows:

CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$35,000.

• Transportation Vehicle (Van)	\$15,000
• Cooking Equipment (Holding food burners, portable grills, outdoor burners, oven gloves, pots, and pans, cooking utensils etc.)	\$ 5,000
• Serving Equipment (table settings, food pans, 2 large Tents and 1 large cooking tent. servings trays, tray stand, dishes, serving utensils, etc.)	\$ 5,000
• Insurance & Registration	\$ 500
• License and permits	\$ 500
• Advertisement Promotion	\$ 1,000
• Accounting and Legal	\$ 1,500
• Working Capital	\$ 3,500
• Miscellanies	\$ 3,000
 Total	 \$35,000

A.) Parameters:

- 1–Time Infusion of \$35,000.
- Targeted infusion to cover specific costs (i.e., Used Van, Advertising, Cooking Equipment, Travelling, Miscellaneous, Working Capital, Tables, Chairs, Tents, etc.)
- No Collateral required. Investor owns all equipment until payback in full.
- \$35,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.



B.) Payback of Investment

- **DIVIDEND**: 7% - monthly to Investor, 90 to 120 days after initial infusion, (\$204 per month).
- **Each month**: In addition to the dividend payment, Investor gets paid \$730 until \$35,000 amount (amount of total infusion), is paid in full. This results in an effective 48- month payback.
- **After \$35,000 is paid in full**, Investor is paid \$1,000 per month. The dividend payment discontinuous (is no longer paid) after payback is completed.
- **Mario is initially paid \$2,000 per month**. After Investor has been paid back \$35,000 infusion, Mario will be paid \$5,000 per month.
- **After initial investment has been paid in full**, Mario reserves the right to utilize any excess profits as he deems appropriate.
- **Mario reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL**, to buy out Investor. (Based on 10% ... or \$3,500).
- **Mario retains 100% ownership** of sale of the business opportunity across the country (after year 1 of business activities).



#10.) EXECUTION OF THE PLAN

EXECUTION OF THE PLAN (PLAN #110)
PLAN FOR FOOD CATERING
TERM SHEET

CAPITAL INFUSION: \$35,000

ENTITY: Business to be operated under Newly Formed LLC.

OWNERSHIP: Percentage of ownership is based-upon the described monthly payment to Investor and Mario. For example, Investor is paid \$730 per month for 48 months, until the \$35,000 is paid back in full. For LLC purposes, the percentage of ownership is 50% - 50%.

PAY-BACK: Investor is paid \$730 per month until \$35,000 infusion is paid back in full. Thereafter, investor is paid \$1,000/per month.

DIVIDEND: 7% dividend payable monthly to Investor, 90 to 120 days after initial infusion (\$204 per month).

MARIO PAY: Mario gets paid \$2,500 per month; based on his direct participation with the business. Mario is eligible for a raise of \$1,000, when revenues permit.

ONGOING: After initial investment has been paid in full, Mario reserves the right to utilize any excess profits as he deems appropriate.

Mario reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (based on 10% buyout, or \$3,500)

COLLATERAL: The Newly purchased (all office and other equipment) is the property of the Investor until payback is made in full.

COVENANTS: a.) Mario and Investor speak once a week or as needed.

b.) Mario reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR additional infusion of capital is warranted.

c.) Mario manages the everyday activities of the company.

d.) Investor may interface with Mario at any time.

PARAMETERS: a.) 1-Time Infusion of \$35,000.
b.) Targeted infusion to cover specific costs (i.e., Used Van, Advertising, Cooking Equipment, Travelling, Miscellaneous, Working Capital, Tables, Chairs, Tents, etc.) \$35,000 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: _____ DATE: _____

Mario Rodriguez (Investor)
Food Catering