

JJs Catering Case Study

Jackie is a qualified chef, but is looking at setting up her own business so she can reap the rewards of her talents.

She is considering a catering service but is unsure about what target markets to focus on (and this to some degree dictates the food she provides and its pricing).

Which ever way she goes – she knows she will have some important business management tasks to work on like financial forecasting, marketing and hiring suitable staff to assist her.

Some possibilities include opportunities to focus her Catering Business on:

- business functions – day and evening
- Functions eg at surf clubs eg 21st, weddings
- Parties at Private homes eg Family reunions
- Surprise romantic table service dinner at home
- Singles nights eg table 8 dinners
- Social clubs
- Get a contract at a venue eg the club
- Drinks and nibbles nights
- Picnic / gourmet hampers

Opportunities for the website include:

- Show menu options
- Allow access to pricing options
- Bookings on-line / availability checks
- Access references
- Add credibility to her “knew” business
- Include staff profiles
- Include add on options eg waiters and Djs
- On-line purchase of supplies