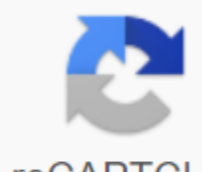


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a few items like cracked dishes, but you already own most of the supplies in bulk. Don't take a job that's bigger than you can handle, especially if you're powering out of your home. An event for 100 or more people requires extensive kitchen space, storage and staff. If the venue has a kitchen in place and walk to the cooler, ask about renting it out a day or two in advance so you can prepare. Otherwise, recommend a great catering job! A relatively new way to segue in the restaurant business is a pop-up restaurant. A temporary location can be a great way to test the concept of the menu and look after potential customers and investors with less initial investment. The pop-up can last from one night to a month or more. Even if you have a set of food menus, don't be afraid to be flexible with your suggestions. Creating an individual menu for a party may take a little longer, but it shows that you are ready to meet their needs and tastes. If you plan to go into any business, you should know your competitors. Do your research to find out what else is available to your potential customers, and at what price. It's not hard. The best set up will have websites. Meals are usually weekends or evening concerts. There are many people who are looking only for part-time or casual hours. Keep a list of people who are available for work. This is even more important if you have a restaurant. You can't always pull your regular restaurant staff off the floor when you need them. Outside the catering area includes special planning. Be sure to check any place in advance to make sure it has everything you need and you know where everything is. Meals often include happy events such as weddings, anniversaries and birthdays. Pat yourself on your back, what your was chosen for important days like these. Keep a good attitude and know that your hard work pays off. If you've ever been curious about the food industry but have little experience actually working in it, nutrition is a good way to explore what as without committing huge sums of money, time and resources. A self-service business can be as big or as small as you want it to be and is a good segue in other food businesses such as food trucks, pop-up restaurants, and food retail. As with any small business, there are many areas to consider before starting. It is important to make sure that your catering company is properly insured and lawful, and that you and your employees have the proper training to serve food safely to the public. Figuring out your original budget and creating a flexible menu are also two parts of starting a catering business. Finally, if you love food than possible, it's a sign that you should move on to bigger and better things like opening your own restaurant. The first thing you need to do if you are thinking about starting a catering business is to decide on the right place. If you want to start out of your home kitchen, you will still need to go through your local or government health inspection agency for licensing. In addition, you need to apply for business insurance and a business tax ID. You will also need a liquor license if you plan to offer any bartender services. If you plan to hire any employees you also need to have employees comp insurance. Alyssa Gregory, a small business expert has a great checklist for new small business owners. While you don't need a full website for your catering company (yet), you should have at least a Facebook page and another social media profile. Instagram is a great social media platform for advertising for a new catering company because it's all about gorgeous food photos and events. Check out event planner Mindy Weiss and Poppy Nutrition to see how they use Instagram to market their business and better connect with customers. Laura Lake, a marketing expert, has a great article on how to effectively use hashtags for your small business. If you're thinking about starting a catering business, it's a good guess you love cooking and people are probably like your food. And chances are you are known for a particular dish that is always popular at parties and potlucks. This signature dish should be on your menu - whatever it is. You can build the rest of your food menu around this dish. As with the restaurant's menu, you want to keep a common theme, such as Southern comfort food or authentic Cuban cuisine. Keep your menu small but flexible. If a customer wants a specific item that you don't normally make or want the existing menu to be changed, perhaps for food allergies, try to be as helpful as possible. Accepted Especially personal; Weddings or birthdays are all about individuality and creativity. Everyone wants their party to be unique and customized menus can help achieve their achievement of this goal. We are like a kid in a candy store when we go to any restaurant wholesale shop all full of bright and shiny chaff dishes, stacks of porcelain plates, layers of crisp crust We want one of everything! As tempting as it is to buy a lot of equipment and dishes, if you plan to start small (home activities, office lunches, etc...) you really don't need to buy much. Two to three chaffing dishes with dividers, good quality serving utensils, and some attractive but durable serving dishes is a good start. If you don't want to make the leap and buy porcelain plates and glassware, you can choose a case of good quality paper plates or ask the host to provide meals. We've put together a complete list of catering equipment to help you prioritize your budget. Transportation is another aspect to consider. If you're just starting out as a catering, you can use your personal car - how much can it hold? Even if you find a lot on the Cambro cooler heater, if you can't get it to the party, what's the point? The good news is that you don't need to invest in a decked out catering van or food truck to get your business off the ground. We used our Ford Explorer and/or pick up check almost exclusively to meet the big weddings - it was difficult and our car sometimes smelled of roast pork and lasagna for a few days afterwards, but it got a job without having to buy a brand new car. Also, keep in mind if you use your personal car for a catering job, you can track mileage for the tax deduction. A small business expert, Tiara Rath has a long list of 10 small business tax deductions to keep in mind as you start your catering company. If your early catering jobs go well and the business continues to grow, this could be a sign that you should open your own restaurant. Most of the skills that you have honed as catering will come in handy as a restaurant owner. Customer service, menu planning, food safety, management, accounting are all things that are vital to a successful restaurant too. As a supplier, you have also demonstrated that you are OK in order to be your own boss, which is that not all is well. Food is one of the best ways to try out the restaurant industry without very large investment time or money. While the two businesses have some differences, the basic premise of cooking to pay customers is the same. Starting a self-service company is also a good way to keep your day job trying to figure out if being your own boss is right for you. We did a lot more catering during our restaurant days than we did actually cooking - We enjoyed aspects of event planning; Helping customers unique menus, guiding and delegating staff, and watching everyone come together. It was especially nice to be a part of big events such as someone's wedding, knowing that one of the most important days of their lives has become even better thanks to my and the hard work of our employees. We've learned a lot from trial and error, how to just send tablecloths to be steamed cleaned - otherwise, you'll be stroking the bed linen and in the morning's watchers. We Are We learned how to make restaurant customers into catering customers and vice versa. Versa.

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