

**BUSINESS PROFILE**  
**OF**  
**NAKEDI CATERING AND PROJECTS CC**

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## **1. INTRODUCTION**

### **1.1 Company Background**

Nakedi Catering Services is a proudly South African, black owned and run full service catering company based in Pretoria, Gauteng. It was founded in 2006 by Ms Lindiwe Lorraine Maupa and Mrs Molebogeng Maupa. It is a combination of both their respective experiences in food service & event management – that culminated into this wonderful entity. Their leadership qualities and tenacity allowed them to bring Nakedi Catering Services to where it is today.

### **1.2 Philosophy**

It is the belief of the entity that the survival of any business is determined by three factors that have to work in tandem; product, price and delivery time. No one can emphasize enough the importance of a high quality product that is competitively priced and delivered to a customer at agreed time frames. To achieve this, we have to constantly offer an amazing customer service that is characterised by reliability, honesty and integrity.

### **1.3 Vision**

To keep improving our competitiveness by applying value adding innovations to our services for competitive edge over the competition.

### **1.4 Mission**

To feature as a benchmark in the service of high quality customised catering services that are designed to provide delightful culinary experiences directly proportional to the needs of our clients.



## **2. MANAGEMENT & OPERATIONAL STAFF**

### **2.1 MANAGEMENT**

#### **2.1.1 Managing Director**

At the helm, Nakedi Catering Services is led by Ms Lorraine Maupa. Lorraine has pulled together resources and skills she acquired from the Hotels she worked for more than five years. She has trained extensively under chefs from all over the world. Her experience ranges from working as a waitress all the way up to Chief-Chef.

#### **2.1.2 OPERATIONS DIRECTOR**

Talk about anything that has everything to do with operations at Nakedi Catering – expect undivided attention from Mrs Molebogeng Maupa. She commands more than 20 years of experience in the industry. Having started as a clothing designer some years back, she gradually allowed herself to grow into events management. And yes, she is the co-founder of Nakedi Catering Services. She is responsible for the overall operations of the entity.

#### **2.1.3 BUSINESS DEVELOPMENT MANAGER**

Nakedi Catering Services couldn't settle for a better development manager than Mr Ephraim Thapelo Pila. An ardent cook himself, and a people oriented person. Ephraim brings in energy and vibrancy into the organisation. He is responsible for the overall relevance of the business in terms PR, Marketing and Development. And when it matters most - he is quick to skate into the kitchen to guarantee efficient service delivery.

### **2.2 SUBORDINATES**

To make sure that every order is carried out effectively and efficiently, the above three are supported by ten (10) energetic young people who are on the payroll of Nakedi Catering Services on part-time basis.



### 3. PRODUCT QUALITY & PRICING

- Are you battling with the pressures of everyday life and not enough hours in a day to ensure a nutritive and home-style dish?
- Who do you call to resolve the challenges associated with **weddings, birthdays, parties** and natural celebrations; all intended to be memorable?

Look no further because we are here for your rescue. Our approach involves visualization, planning, tasting and styling of menus to suit any event.

Be it a large scale hospitality and corporate function; to intimate entertaining at home - we will provide an unforgettable and beautifully presented food, served with care by our friendly, trained, experienced and professional staff.

We are a fairly small operation – as a result, we do not incur much costs when carrying out any assignment. And to remain relevant to our client-base given the amount of competition in this sector – we see no reason to over-charge for our services. Undoubtedly so, you can count on the kindness of our fee structure.

Our recently introduced ranges of tasty and nutritious home cooked meals are perfect for enjoying with family or a dinner party with friends. We have delicious buffet and ala' carte menus designed for a variety of functions including weddings, birthdays, confirmations. We have snack platters to suite any cocktail party.



## 4. OUR MENU PROFILE

A browse through some of our menus will give you an idea of some of the choices on hand that can be tailored to suit your requirements or events. Bring us your dish and we will return it filled with delicious delights. We can also help you to select the menu from our list in order to suit your requirements.

### 3.1. **SNACK PLATTER**

#### 3.1.1 CHICKEN PLATTER

- Chicken nuggets
- Chicken rissoles
- Cheesy chicken bites
- Chicken kebabs
- Peanut butter chicken satay
- Chicken canapés
- Malayan chicken pancake
- Crumbed chicken wing
- Chicken Strips

#### 3.1.2 **MEATY PLATTER**

- Meat balls kebabs
- Beef strips with sesame
- Bacon, cream cheese and chives in vol a vent
- Cheese grillers with pineapple or cherry
- Phyllo beef pies
- Beef samoosas



## MENU PROFILE CONTINUES...

### 3.2 VEGETARIA

- Spinach and feta quish
- Pancakes with stir fry vegetables
- Baby marrow filled with feta cheese
- Vegetarian springrolls
- Vegetarian samosas
- Mozzarella, pesto, cocktail tomato canapés

### 3.3 SEA FOOD

- Tempura butter fish
- Crap stick mussels kebabs
- Canapés filled with salmon and cream cheese
- Cucumber and salmon rosette
- Vol a vent filled with prawns and tsatsiki
- Hake quish

### 3.4. PLATTED MENU

Lolo's home made bread rolls served with butter

#### STARTER

Smoked salmon Carpaccio

Slivers of succulent smoked salmon, set on thin slices of cucumber, dressed with dill mayonnaise, green salad and lemon wedge.

#### MAIN

Thapelo's Beef Fillet

250g beef filled stuffed with Danish feta cheese, piquant peppers grilled medium and topped with a honey and green peppercorn sauce.

Cajun potato wedges  
Vegetables of the day.

#### DESSERT

Chocolate and cappuccino mousse  
Served on the martini glass topped with fruits and mint



### 3.5 BUFFET MENUS

#### 3.5.1. **SALADS** - (Choose up to 4 salads)

- Packed Greek salad
- Baby potatoes with whole grain mustard
- Coleslaw salad
- Three bean salad
- Beetroot salad
- Pasta salad
- Cous Cous salad
- Sun- dried tomato, cucumber and onion salad
- Traditional chakalaka with a touch of Cajun spice
- Mushroom Salad

#### 3.5.2. **MENU 1**

- Parsley rice
- Samp
- Grilled lemon and herb chicken
- Beef curry
- Creamed spinach
- Caramelized butternut and sweet potatoes with ginger

#### 3.5.3. **MENU 2**

- Peas rice
- Sautéed baby potatoes with ginger and onion rings
- Grilled BBQ chicken
- Beef bourguignon/Goulash
- Green beans and onion sautéed with sesame seeds
- Sweet carrot wheels infused with lemon zest.



## MENU PROFILE CONTINUES...

### 3.5.4. **MENU 3**

- Roast leg of lamb served with mint gravy
- Stir fried chili BBQ chicken
- Savory cous cous
- Roasted potato's wedges
- Chunky oven roasted vegetables
- Caramelized sweet potato's with ginger

### 3.5.4. **MENU 4**

- Beef stroganoff with mushrooms and red wine
- Beer buttered line fish with home made tartar sauce
- Sautéed baby potatoes
- Fettuccine pasta
- Peas and baby carrots
- Cajun infused courgette and cherry tomato stir fry.

### 3.5.5. **DESSERTS** (choose up to 2 desserts)

- Malva pudding infused with lavender and custard
- Swiss roll with chocolate sauce served with custard /Ice cream
- Butterscotch/chocolate/cappuccino mousse
- Individual trifle
- Individual milk tart
- Malva pudding infused with lavender served with custard
- Chocolate pudding served with chocolate sauce /Custard
- Individual milk tats with cinnamon
- Apple Crumbled with ice cream or custard
- Cream Brule
- Lemon/Strawberry cheese cake topped with berries
- Collies
- Ice cream





## MENU PROFILE CONTINUES...

### 3.5.6. **SOUTH AFRICAN HIGH TEA MENU**

- Open sandwiches of rare roast beef, wholegrain mustard, butter lettuce and caramelized onion relish on Rye bread
- Selection of mini quiches
- Salmon and dill, blue cheese and poached baby pear
- Scones with mozzarella and cheddar cheese
- Variety of muffins

### 3.5.7 **SWEETS**

- Variety of home made cookies
- Decadent double fudge brownies
- Variety of cheese cakes
- Butter scones topped with macerated strawberries and whipped cream
- Mini fruit kebabs

### 3.5.8. **HOME COOKED MEALS**

- Beef lasagna or Vegetable lasagna
- Spinach, ricotta, feta and sun dried tomato's cannelloni with traditional
- Napolitano sauce
- Traditional South African bobotie with yellow rice
- Chicken pie
- Thai chicken with basmati rice
- Oxtail and root vegetable stew with creamy mashed potatoes.

## 4 CONCLUSION

Clients place a high premium on value for their money. In order to maintain a satisfied client base, we have designed a price structure that is differentiated to accommodate various levels of affordability. It is, however, our passion for great food and commitment to excellence that make us the ideal service provider to partner with you for your next event!

**ANYTIME, HOW CAN WE SERVE YOU?**

**info@nakedcatering.co.za**

