

*Here you will explain how your business will generate revenue and makes a profit from company operations. Analysts use the metric gross profit as a way to compare the efficiency and effectiveness of a firm's business model.*

Our business model will be based on the plan to offer a variety of simple, but unique food products combined with warm and friendly service. We will become part of our customer's special celebration days by offering simple food with excellent taste and a beautiful vision. In order to gain an additional competitive advantage we will offer additional event planning services such as renting venues, purchasing of flowers, planning of music and entertainment, etc.

#### Our Business Model

- Addressed to millennials
- Innovative and unique offering
- User-friendly website
- Customer feedback is taken seriously
- Marketing through all channels

#### Our Key Differentiators

- Create your own food spread
- No-charge advice
- Implement customer feedback
- Great balance between quality and price
- Platter creation on the website

## Service and Product Offering

*Here detail the types of service that you wish to offer. It is important that you describe in as much detail the product or service to "paint a picture" in the readers mind.*

We plan to offer a large range of delicious appetizers, a large variety of menu dips, trays with fruit and cheese, fresh cut vegetables and signature cocktails. Our customer facing team will be our friendly smiling waitrons, chefs and bartenders.

We will use simple, mostly local commodities to respond to the growing trend for local food in the industry. We plan to offer a large number of different items responding to the demand for a variety food, and at the same time we will utilize our resources on fine tuning the signature decorated menu items that our company will become famous for.

Our business will be located at **City, State Name**. We have researched the demographic characteristics of the potential customers and competitors in our city and have presented the results further in this business plan.

## Growth Opportunities

There are many growth opportunities for **Business Name**. First and foremost, we will build a solid customer base in its first year that it can use to leverage growth in succeeding years. It will reach clients by optimizing its multiple marketing initiatives. Based on the first and second year expansion rate and our revenues, we will be considering whether to invest in expanding our offer into launching further services in the event and hospitality industry.

We expect to be able to expand our business in terms of a geographical customer base through promotional offers and word-of-mouth. We will keep in touch with our customers through social media and direct feedback. We aim to be listed as a top catering company within the broader **City Name, State Name** area within the first three years of business.

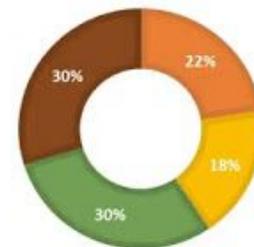
## Financial Needs and Use of Funds

The main portion of our funds will be invested in the ingredients. The next most important expenses are the kitchen and the paychecks of the

employees for the first 6 months of operations. We start by detailing below our current stock needs, based on the number of products on offer and projected sales, the estimated average price and the number items per order. The national average for rental kitchen space is \$5.20 for 2015. Further to this, we will add running and operational expenses, wages, floor space cost, and other expenses that will be detailed in the startup cost section.

DISTRIBUTION OF COSTS AS % OF INITIAL INVESTMENT

■ Rent ■ Running Expenses ■ Cost of Goods Sold ■ Salaries



\*Here we explain the cost distribution as a percentage of the total investment and we detail the first estimations for the operational costs, as a function of rent, salaries, cost of goods sold, and running expenses.

## Financial Projections

Although the statistics can be staggering in terms of amount of money spent per year and overall investment in catering services, what is truly amazing is that even in a sluggish economy the figures continue to rise. Our financial projections show that the **Business Name** can utilize the requested funding to catalyze its growth efforts.

The company projects a steady growth with significant net income over