

2. Strategic Direction

YEAR ONE GOALS AND INITIATIVES:

- 101 **Acquire Food Handling License and Certifications.**
- 101 **Focus in Building and Maintaining Client Base.**
 - Follow the strategies outlined in Section 3 Advertising and Promotion to begin.
 - Seek out clients and events through word of mouth on a part time basis.
 - During the first two years of beginning the business part time focus heavily on building relationships with returning large scale clients. Take on new clients as available. If at time within the first two years the demand exceeds the supply, begin the transition to full time.
- 101 **Identify Agency to Supply Servers and Bartenders.**
 - Contact local model and talent agencies to find the right employees to uphold the company image. Network through professional and fraternity/sorority network to find young, healthy, *fresh* personalities.
- 101 **Conduct SWOT Analysis.**
 - Essential to evaluating the needs, directions, and focus areas for the business first evaluate Strengths, Weaknesses, Opportunities, and Threats
- 101 **Business Structure:**
 - Owner/Chef
 - Part-time serving and bartending staff – hired as needed, hourly rate compensation

YEAR THREE GOALS AND INITIATIVES:

- 101 **Transition to Full Time Business.**
 - Evaluate the specific time to launch the company full time and create a timeline. The timeline must be known well in advance to promote efficiently.
 - Upgrade food certifications and licenses.
- 101 **Occupy Kitchen and Office Space.**
- 101 **Hire Fulltime Sous Chef.**
 - The first full time staff member shall require technical training, a culinary degree, and embrace the values of *fresh*.
- 101 **Establish Prominent Partnerships.**
 - Meet with corporate client base established within the first two years to