

Introduction to Catering

- The name catering is derived from word 'cater' which means to serve. The literal meaning is to provide food and beverage services. Catering industry in a hospitality provide food and beverage to a benefited customer to meet their objectives. The main function of catering is to establish and prepare various food and drink and served them to a concern hospitality manner. Catering establishment are committed to achieving excellence through the quality of food and beverage service in a manner which make silent expectation and achieve high level of customer satisfaction and value of money.

Types of catering segmentation.

- Primary or Commercial Catering
 - Secondary or non-Commercial catering
 - Military catering
- Primary or Commercial Catering
 - The first, commercial segment, traditionally considered the profit operations; include the independent caterer, the restaurant caterer, and the home based caterer.
 - In addition, hotel / motel and private club catering operation are also found in this category.
 - Secondary or non-commercial catering
 - The non-commercial segment consist of the following types of catering activities: business/industry accounts, college and university catering, social

Organization . so on.

3. Military Segments:

It encompasses all catering activities involves in associates with the armed force or diplomatic event.

On and Off Premises

• On - Premises Premises

On premises catering indicates that the function is held exclusively within the caterer's own facility. This catering function includes banquet reception or event that is held on the premises catering differ from premise catering, where by the function take place in a remote location, such as client home, a park, an art gallery, food and decor must ~~be~~ not be transported to that location.

• Off - Premises

The catering provide services to the customer outside of the organization which may be away from the basic catering unit. In the off-premises catering function take place in a sepecific location where staff, food and decor must be transported to the specific area or location to held the event effectively.

Benefits of Off - Premises

- a) flexible menu option
- b) Your choice of venue
- c) Affordable
- d) No - limited to size of the group
- e) Versatility • in the theme.

- * More personal freedom
- * You get to keep the money, you make
- * Increase opportunities
- * less riskey then starting a business or market
- * Tax & advantages of home based business
- * More time for friend and family
- * Entrepreneurship
- * less stress
- * Opportunities for ~~Per~~ professional growth
- * Increase productivity
- * A creative outlet.



Why do clients decide on a caterer?

It is important to understand how the potential customer's decision making process work. As potential client looking for the caterer who has ~~to~~ the capacity to do both on-premise and off-premise catering ~~in~~ in certain beneficial.

Factors to be considered by caterer.

1. Reputation

- It is one of the most important consideration a client uses in the decision making process. It look for the image of the catering. It is imperative that the caterer is reliable.

2. Referrals

- It may be the caterer's best vehicle for advertising his skills and expertise. A referral in the trade occurs when a customer is satisfied with the quality and workmanship of the caterer.

3. Word of Mouth

- It is the best type of advertising for a caterer. Satisfied customers are always willing to recommend a caterer they excited about.

Social Catering

- Social Event Catering: Social event functions are more intimate affairs and requires greater attention to detail by the caterer. The category encompasses special event, such as birthday parties, retirement celebration, grand openings, housewarming parties, etc.

Advantages of social catering

1. Make it interactive.
2. Save time
3. Cater to the Guest
4. A promise of professionalism
5. More time to socialize.

Corporate Catering

- Corporate Catering refers to the provision of food and drink to business and corporate functions. It cost of the corporate catering event will also depend on the size and level of function being hosted.

Types of Corporate Catering

- Breakfast
- Lunches and Barbecues
- Convention, Trade Shows and Conference
- Board Meeting
- Product lunches
- AGM
- Exhibitions.

Why experience teaches

1. Explore options
2. Research the Job
- 3) know the ~~case~~ customer.

• Explore options

- caterers have to explore all options.

Facility before the event is scheduled is important. It helps to determine what options are available at an on-premises facility.

• Research the Job

- Caterer have to research every job. Ingredient for success. Research every job food service, personnel, type of service be it buffet or sit down and the chinaware must be decided in advance.

• know the customer.

- Caterers need to get to know their customers. Demand of the customer. Types of guest events focus on special request of guest. schedule of event.

Word of Mouth Vs Referral

- Word of mouth is simply people talking whereas referral are when someone specifically tell someone else that they should give you a call or that they should use you as their real estate agent.

Word of Mouth

- Word of mouth happens when client talk about a caterer to their friend / family with whom they do have clear relationship.
- It may comes as the result of a promotion, encouragement.

Referral

- Referral also goes by the name of words of mouth marketing as the name suggests that its hypothesis of marketing strategy where customers shares his experience about the product with his friend in social circles.
- It happens whether or not market get involved in the process.

Establishing the Right kind of Catering for You

A Caterer's market is the group of all customer in a geographic service area who have unmet needs, wants or demand requiring food and beverage service. It is extremely difficult and unreasonable to expect one caterer to service the entire market range of current and potential customers need, want or related service.

'Carving the Market'

The caterer must carve or segment the whole market of customer into smaller. This enables the caterer to do how to best build the business to satisfy that specific group.

WHO IS THE CATERER?

How caterer define who they are begin with an analysis of their capabilities as a caterer and how they can satisfy customers needs and wants. This is the starting point to establish the right kind of catering business.

MISSION STATEMENT OR PURPOSE

The prerequisite for competitiveness in the marketplace is the ability for a caterer to ~~confess~~ communicate the mission or purpose of the to potential clients. The company's mission is written in a statement which defines the stle purpose of why the caterer is in business. The mission statement identifies who the caterer is and communicates what the ~~car~~ caterer can do for all potential customer.

The statement of purpose is the foundation of the organization. The mission statements answer the question, "Why am I in business today?" It may also reflect what the caterer plans to become. As the management tools. It guides the caterer's decision making process. The mission statement permit the business to remain on-course while pursuing it's market niches by establishing a strategic business plan. It will describe the type of business including current customer, types of catering function, where the event will be executed, and how to solve the current needs of the present customers. It also positions the caterer in relation to the competition, by defining it as a corporate ~~caterer~~ caterer, social caterer, or on-premise, off-premises caterer. By addressing these key issues, the caterers will formulate a concept and effectively communicate this concept.

STAKEHOLDER

A stakeholder is any person or entity that as an interest in a business or Project. Example of stakeholder are inventory, creditors, customers, suppliers, communities and government.

Strategic Vision

A strategic vision is ~~is~~ future looking. It is important because it create long-term vision for the caterer. A long term vision will project to the next ten year. Anticipated concern includes seeking answers to the kind of professional development

and special ~~main~~ training the caterers needs to reach this proposed concept and what add internal resources this are needed by the caterers to attain this goal.

SWOT Analysis

A technique called SWOT analysis is a strategic management tool caterer use to market their business strengths to market opportunities. SWOT is an acronym that stands for identifying internal strength and weakness and the external opportunities and threats. This excellent is used to empower the caterers to interpret and overall business position using this information the caterer can best match ~~strength~~ strength to a specific niche in the competitive catering market.

S = Strength

W = Weakness

O = Opportunities

T = Threat.

① Strength

- Strength are identified as internal attributes skills, characteristics or assets that a caterer posses which provide an enviable position of exceptional competitiveness in the market.

② Weakness

- Weakness includes lack of physical endurance; lack of culinary, technical or management skills; and lack of specialized equipment or other

tangible or intangible asset.

③ Threats

- Government regulation and increased change in the interest rates are uncontrollable threats
Controllin: confronting a threats. caterer. Competitive is a major threat to the survival a successful caterer.

④ Opportunities

- Opportunities are identified as those external, controllable, future catering events that best match the caterers competitive strength and which able him or her to meet and exceed guest expectation.

Planning the basic catering

A successful caterer is well focused and organized through planning each event must have one independent subplan based on client needs and the caterer's plan. The best caterers always think about upcoming event detail are critically important.

Formulating a catering plan

* Requirement Element

- Budget
- Menu
- Location
- Number of Guests
- Labor requirements

* Required Objectives

- Financial
- Customer satisfaction

A menu - A Tactical Plan

The menu is the single most important factor contained in the overall plan.

- Menu format
- Standardized menu
- Complexity of the plan

* Attention given to:-

- Satisfying clients needs
- Staff skills
- Seasonal availability of food

Standardized Menu

- Caterer can create a series of standardized menu offering a variety food, beverage and good service style. Menus may be presented to each client regardless of the clients specific needs. Using a standard menu format will permit a caterer to adapt a small production family. However, offering lower cost menus, the caterer must generate a high volume of sales to make sufficient profit margins.

Barrier of planning an event

- Operational barrier
 - Distribute the physical element of an event.
 - Deal with time.
- Human Resources or communication barriers
 - Human errors
 - Lack of communications

Outline of a successful Business Plan

- The outline for a successful Business plan are mention below:-

- Front
- Body
- Description
- Industry analysis
- Target Market
- Marketing
- Competition
- Operation

- Management and organization
- financial data and projection
- Long term development and exit plan.

HACCP

Hazardous Analysis and Critical Control Point.

Plan

- HACCP is a prevention - based food safety plan.
- monitoring and verification steps included.

1. Hazard Analysis
2. Identifying critical control point in food production.
3. Establish Critical limits for prevention, preventative measures.
4. Establish prod procedures to monitor CCPs.
5. Establish Corrective actions.
6. Establish procedures to verify HACCP System work.
7. Establish effective record keeping system.

The Seven function of catering

The Seven function of catering are as follows:-

1. Planning
2. Operation
3. Organizing the Event
4. Equipments
5. Implementing
6. Controlling
7. Understanding insurance and legal issues.

(1) Planning

- Planning is the basic catering management function.
Basically there are 3 types of planning.

- a) Strategic
- b) Tactical
- c) Timeline

(a) Strategic

- Strategic Plan is established to guide the entire catering operation over the long term 3-5 years.

(b) Tactical

- A tactical plan is established into short period of time, like six month plan, ninety day, sixty days - two week, one week, four day or the day before and right down the day of event.

(c) Timeline Plan

- Food production planning time line planning

1. Event Minus 15 days

- It is necessary for the catering managers to fully inform the chef or food manager of the overall theme and objectives.

Ingredient cost and production protection hours are forecasted by the chef based on the event budget. The buyers or purchasing agent must have a list of specific items needed to produce the menu.

(i) Minus 45 days

At this point, the caterer will have a good idea of what products are available on the market and their relative cost. This is a good time to meet with the chef and finalize menu, and also a reasonable selling price might be finalized. The purchasing agent can be present at this meeting to provide information on product availability, supplies, special holding needs and the dates and time of expected deliveries.

(ii) Minus 30 days

- One month before the event, the chef or food manager will verify the menu. All required products should be inventoried or readily attainable on short notice. Copies of the finalized menu, individual worksheet, and standardized recipes are distributed to key personnel including production personnel, salad, bakers and all those directly in production process.

(iv) Minus 15 days

- During this period, the chef or food manager check the purchasing agent to ensure inventory is in order. All staffing and work rechecked. Final verification of all equipment needed to produce and serve the food on the menu is completed. Finally co-ordination between kitchen and other department who provide support during event is completed.

(v) Minus 7 days

- One week before the event the caterers schedule another meeting. All the supervisor must attend. Briefly the team on the production plan. Briefly the team on the finalized menu items, recipes, special production requests. Describe the details of plate arrangement for each course including portion size, garnish and extras.

(vi) Event Minus 7 days

Early on the day of the function, the chef or food manager should meet with the following kitchen personnel to review detail of production. Proper hygiene and sanitation must be checked. During event, the chef, food manager are responsible delegate, assume a position of all inspect all food leaving the production area to ensure quality service.

(vii) Event Plus 1 day

This is the time for the caterer to make sure the records for the event are complete. This include a

final report describing the event and recommended changes in menu production service for future event.

Staffing Time line planning

(i) Event Minus 75 days

- Staffing equipment should include the food production area, service, and dining room, bar setup and cleanup crews. The caterer should also give consideration of this time to any additional people needed for the event, who might not be employees of the operation but are hired on a temporary one time basis.

(ii) Event Minus 30 days

At this time, manager must give consideration to special training requirement for employees who assist at the event. Accounting and responsibility for employee's training is delegated to the appropriate supervisor at this meeting.

(iii) Event Minus 14 days

- Two week prior to event, the caterer review predetermined staffing requirement. Positioning the staff skillwise. A list of available substitute employee should be made.

(iv) Minus 7 day

- Seven days before the event, the caterer be answer the following question.

- ① How many employees are scheduled for the guest?
- ② How many can assist in more than

⑤ How much training was required?

④ Who will supervise in each department of the event?

⑤ How training been completed?

⑥ Who will supervise in each department of the event?

(v) Day of event

- At least one hour before the function starts, the caterer may require department supervisors to submit a report (Orally or writing) that all staffing requirements have been met and that employees are at their station ready to assume their duties.

(vi) Event Plus one day

One day after the event, all department supervisor submit an after action report to inform the caterer. Like how staffing requirement were met and how the work progressed during the function. It will also help the quality of service.

(2) Operation.

- Once the caterer has identified and broken down a customer's need and wants it becomes easier to assign specific task to exceed their objectives. A successful caterer can be interrupt customer needs and wants but the new challenge is to translate each customer objective into a specific operational task.

③ Organizing the event

- The caterer will organize human resources, capital resources and financial resources to accomplish state objectives for the event.

④ Equipment

- Equipment need are based on the menu service requirements, type of and location of the event and special needs of the client.

⑤ Implementing

- Implementing the plan requires direct communication with them leader. Communication with the kitchen manager & service or dining room manager is necessary for the team to know exactly what is required for implementation and execution of the plan. For example: How and where will the food be served? What type of service is required? Are china and linen needed? Will buffet style service used at the event?

⑥ Controlling

- Controlling the organizations resources is process one of the most important catering management tasks. The controlling function is built master plan through the contribution of each.

⑦ Understanding insurance and legal issues

- No amount of planning can rectify the damages resulting from insufficient insurance coverage. Caterer must know their legal responsibilities

to their patrons, employees and to protect their own investment. Insurance plans should convey equipment, personnel and guest at both on-premises and off-premises.

Formulating the Strategic Plan for the Events

The strategic plans for the event are as given below:-

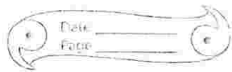
1. Set the event goal or vision
2. set a timeline
3. set a budget
4. Decide the target audience
5. Concept and brain storming
6. Set your measure

Executing the Operational task

- A successful caterer can interpret customer needs and wants but the real challenge is to translate each customer objective into a specific operational task. All task must be identified, delegated and executed to exceed customer satisfaction.

Organizing Resources

The process of organizing the event involves setting up a formal structure that is most conducive the efficient and execution of each assigned. In order to dispoable organize the various types of resources, are needed which include financial resources, human resources and capital resources.



Operations

- A term used to describe the task of implementing and executing the daily elements of a catering plan is called operations. The catering operations involves all activities outlined in the plan which require front of the house and back of the house execution.

Front of the house

- front of the house activities are those customer driven service tasks designed to please the guests primarily in the dining area. Largest service is the major focus and receives full attention in the front of the house. This type of service provided depends on the catering or the catering event.

Back of the house

- Back of house activities are not generally witnessed by the customer. These includes the physical, mechanical and financial catering activities. The physical activities include hands on logistical tasks such as handling deliveries, purchasing, storing, preparing and transporting food.

Operational tasks

- Operational tasks are a direct function of the type of catering event being implemented. Operational tasks depend on the customer and the food being prepared. The term operation is a term used to describe many interrelated activities. This term is used to simplify the assortment of activities every caterer's perform for an event.

Flow of food

- Understanding how food moves through the operation is an important. This knowledge will help a caterer effectively co-ordinate many numerous operational tasks that must be performed to create a finished products.

Recipes

- A recipe is a plan or formula used to describe the preparation of a certain food. A standardized recipe is a more specific plan that results in a standard operating procedure (SOP). A standardized recipe provides the flexibility of having the item prepared. An outcome of the production is for the efficient effective utilization of the equipment by skilled employees to prepare quality food.

Recipe Creation

- The most effective way to create new recipes to start with a few items. Work the recipe until they are developed to the satisfaction of the caterer and customer. New recipes can be found by reading cook books, and newspaper, searching the internet, etc.

New Recipes

- New recipes should be prepared at least six times and field tested before being introduced into the market. Field testing can done on friends, customer, family or employees. These individual may be selected using the following preselection criteria as follows: a guide:-

- ① Taster must consume a majority of their meals outside restaurant.
- ② Taster should be comfortable with eating or wide variety of food.
- ③ The caterers must select a good gender mix.
- ④ The caterers should identify the preferred age of the customer.

Signature Recipes

- A signature recipe is a menu item unique to a specific caterer. It may have an added twist, such as a certain salad featuring a different taste or a steak, seafood or chicken done made using a unique seasoning. Working from a basic barbeque sauce recipe, a caterer can create his own signature ingredients.

When developing recipes, the quality of ingredients used in the recipe will affect its outcome. Cheapest is not always the best. Although the purchasing task will be discussed ~~in a later~~ later.

Recipe Adjustment

Step 1: Begin with the known yield of the standardized recipe. Divide the desired yield by the known yield to obtain the conversion factor.

Step 2: Convert ingredients to weight, if possible

Step 3: Multiply each ingredient in the original recipe by the conversion factor.

Step 4: Multiply the original total weight of ingredients by the conversion factor (CF)

Convenience Food

- Convenience foods are products that are manufactured by a principal or manufacturer and delivered to the caterer in a ready to eat or ready to cook form by a purveyor. Caterers have become farmers for ~~each~~ creating their own delicate crab and sausage meat.

Advantages of Convenience Food

1. The quality of the finished product remains consistent each time it is prepared.
2. A caterer can reduce the cost of skilled labor by using convenience food.
3. Features include some reduction in handling bulk ingredients and the elimination of waste of overproduction.
4. These tools provide easy expansion of the menu.

Disadvantages of Convenience Food

1. The cost of the item may be higher than the cost of preparing it.
2. Nutritional values may be elevated.
3. Storage facilities may not be adequate so, store these frozen convenience foods.

Menu

- standardized recipes are developed based on the needs of the customer and the caterer. These recipes are bundled together and marked by the caterer menu.

Advantages of a catering menu versus a restaurant menu. The catering menu is created based on guaranteed customer counts. Once the catering menu is created the management function of control and execution become prediction.

Staffing

- Detailed in the catering plan is each task to be performed to accomplish all predetermined objectives as set for each event. Once these tasks have been identified, they are bundled and delegated to an employee. Staffing is the caterer's task of identifying a suitable number of employees required for an event, while scheduling balance that number of employees against the given volume.

Employee skill level

- A caterer can have all types of skill levels in a kitchen. These can range from employing individuals with cognitive delay to do routine jobs such as salad preparation.

Employee work schedule

- Scheduling employees is a catering management task that helps control labor costs. A caterer will design an employee work schedule based on the amount of work determined by an event's production schedule.

Organizing

- The catering management function of formally creating a structure to support the efficient and objective execution of each delegated task in the accomplishment of stated objectives. To success a organized event formal event formal structure created by the caterer, its purpose is to help allocate and control organizational resources while supporting its evolving strategy is determined by the mission statement and outlined in the catering plan.

Organizing Task

Building Organizational structure with the flexibility to support the implementation of multiple event plus centers on the catering management task of organizing. The core organizing task for most caterers include creating the menu, developing recipes, writing specifications, ordering, receiving, issuing, etc. producing, transporting and serving.

Catering Management task

- Specifications after menu has been decided the level of quality and service has to be determined. Quality is defined by the menu and standardized recipes as outlined in caterer's mission. The specification will explicitly define the items. An outcome of well managed production is quality food from standardized recipe, created by a skilled employee, etc.

Purchasing

Market intermediaries

- i) Distributors
- ii) Specialty distributor
- iii) specialty wholesales
- iv) Broadline distributors
- v) food shows
- vi) food brokers
- vii) Manufacturer's agents
- viii) Wholesale clubs
- ix) Retail grocery store

Portion Control

- i) AS - Purchased (AP)
 - This is the amount of raw material purchased.
- ii) Edible portion (EP)
 - The E.P is the amount of food a caterer will expect the customer to consume.
- iii) AS - Served (A.S)
 - The A.S weight represents the portion size a caterer will serve to guests.
- iv) Waste (W)
 - Waste is the amount of product lost during its preparation and storage.
- v) Waste Percentage (W%)
 - The W% is the amount of waste expressed as a percentage.

Ordering

- Ordering implies the caterers will secure the right amount and kind of raw materials needed to meet production and satisfy the client. Ordering requires an understanding of menus, number of guaranteed guests, portion size and standardized recipes.

Receiving

- Receiving is the vital task that requires attention from all personnel. The fundamental task for receiving is to verify all deliveries against specifications and quantity. Immediately inspect each item against a copy of its specification and purchase order.

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