

# [Request for funds to expand to outdoor catering](https://assignbuster.com/request-for-funds-to-expand-to-outdoor-catering/)

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Request for Funds to Expand to Outdoor Catering   
Executive summary   
Seasoned catering is an established business entity that has thrived in the fast food industry for past five years. It mainly serves organic food and boast of over 1million customers who visit the restaurant because of its emphasis on health fast food. The restaurant is located in the city (name) center and mainly serves the working class who has limited time to prepare home meals and seasoned catering provides them with the convenience of juggling between work and taking meals without compromising their tight work schedule. However due is small size, it cannot hold the increasing number of health conscious customers. As such, the restaurant is considering other options that can help it serve its distinguished customers adequately. Currently, the fast food market is experiencing a rapid growth due to the increase of the working class customers. These are group of customers who have money to spend and thus offering opportunities for investors to venture into the fast food industry. In this regard, this proposal invites venture capitalist to help Seasoned Catering to expand its business to outdoor catering.   
Background of information   
Seasoned Catering is a fast food restaurant that serves organic fast food to its customers. Over the years, the restaurant has seen its customer base expand due to an emphasis on healthier food products. Currently, Seasoned Catering has one outlet located within the city center and mainly serves the working class who has limited time to cook at home. The prices for Seasoned Catering products are customer friendly and this has helped to increase the demand for products from the restaurant. The restaurant at the moment has a staff consisting of 10 caterers and two management staff. However, the increasing number of customers means there is need to add more staff members to improve service delivery. While the restaurant’s maintains a focus on its working class customers, it has also noticed the opportunity to also serve customers at their doorstep. This would help to improve the restaurants sales volume and profits by over 70%. However, Seasoned Catering lacks adequate start-up that can ensure it reaches organic fast food customers in different locations around the city (Woolard & Condon, 2013).   
The purpose for the requesting for funds   
The purpose for requesting for funding is to assist Seasoned Catering to expand to outdoor catering that involves serving customers at the comfort of their homes.   
Objectives of Seasoned Catering   
To increase customer base   
To offer quality service to a wide range of customers with different taste and preferences   
To ensure customers are served healthier fast food products   
To develop a unique brand   
To exploit new opportunities in the fast food sector   
To be a leader in the outdoor catering for organic fast food   
The outdoor catering market   
The outdoor catering for fast food is a new service in the market and it provides significant opportunities to increase sales and profits respectively. Most fast food restaurant prefer to serve their customers in the restaurant itself. However, Seasoned Catering recognizes a market opportunity by also providing outdoor catering to its esteemed customer base in different locations around the city. If the fund proposed for this project is approved, Seasoned Catering expects to increase its sales volume by 70%. The new service would ensure that the restaurant generates more profits as it continue to explore other new opportunities in the fast food sector. Within a year, Seasoned Catering can generate profits averaging $3, 500, 000 annually (Woolard & Condon, 2013).   
Conclusion   
In the event that the requested funds are approved, Seasoned Catering expects the outdoor services to begin operating within 3weeks of the funds approval.   
Reference   
Woolard, J., & Condon, D. (2013). Preparing a winning proposal for program business. American   
Agent & Broker, 75 (5). 62-74.