

# Business perposal



**ASSIGN  
BUSTER**

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### Description of the Business

The business is based on the services sector offerings i. e. catering and event management services to its clients. The potential customers of the business are the local corporate heads and the local communities of the US market. Due to the reason that the company's operations are concentrated on the service sector, customer service is considered to be the most crucial aspect for the organizational success. Therefore, the objective of the company is to render supreme quality of customer service.

### Services Provided

The company at present offers its services in various ranges. It provides catering services delivering various kinds of delicious food items to the plates of the customers. The business in this regard specializes in vegetarian food items and non-vegetarian food items as well. In addition, according to the request of the customer the company also renders its services in terms of continental food items at a competitive price in the market (Hirshleifer & Et. Al., 2005).

Apart from catering services the company, also organizes event for its customers belonging to the commercial and the general market as well. In this case, the company manages the event location, the decorative measures, and both the fooding and lodging services if demanded. In addition, the company also renders transport services to its customers while

organizing such event. Moreover, the company specializes in organizing small or big events in various occasions, but excels in organizing business conferences.

#### Pricing Structure of the Company

The company renders its services in various price ranges considering the comfortability of the customers and the competitive environment in which the business firm operates. Consequently, the prices are based on certain variables, such as the total number of guests, the food items selected to be served on the occasion, the venue of the event, and the time duration of the event that can range from a half day to even two days. Based on all these variables, the average pricing structure of the company ranges from a minimum of \$25 per person and a maximum of \$140 per person for general customers. However, for the commercial customers the pricing structure ranges from \$30 per person to \$220 per person (Hamster Internet, Inc., 2011).

Notably, the pricing structure mentioned above does not include extra charges of tip, i. e. inclining the customers' to their discretion. The additional charges also take account of taxation adhering to the legal rules and regulations prescribed by the regulatory bodies. The services in this regard not only accounts the additional costs but also offers discount to the customers. For instance, if the event is held in the afternoon and not in the evening the customer can be benefited with a discounted rate. Moreover, as the company aims to serve it valuable customers to their utmost satisfaction, any customer engaging the company more than once shall be liable to a certain amount of discounting rates (Hamster Internet, Inc., 2011).

## Conclusion Statement

The prime objective of this proposal is to convey various major features of the company to its potential customer in the US market. Hence, it can be stated with reference to the above context that the company is able to render various kinds of services widely ranging in the catering and the event management sector. In this regard, the pricing structure is designed in a competitive manner focusing on the current market trends to suite the customers' needs.

## References

Hamster Internet, Inc., (2011). Wedding Caterer Cost. Cost Helper. Retrieved Online on February 05, 2011 from <http://www.costhelper.com/cost/wedding/wedding-caterer.html>

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