

Sumptuous cuisine catering

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BUSTER**

Their plans for the ballroom show they want to offer their clients the option of having a meeting or party place outside of their business or home. They can give them many different options to fill their needs and wishes for their events. The company will provide many options for in house services and then will use subcontractors for the rest. Even though this is a ballroom they will be able to offer meetings or parties from small to large at any time of the day.

This can be done due to their flexible menus they will be able to offer a variety of cuisine. This option will also put them above the competition that specializes in only one type of food. To keep this edge however they will have to keep up on new trends and watch their competition closely making sure that they stay one step ahead. The plans for this venture will reach out to a variety of past clients as well as open up a new market for them that will allow the client to not have to provide a place have their event.

Reaching for the non-profit organizations that could utilize the location for their fund raising functions will open more doors for people that go to them generally throw large functions or parties of their own. They are joining forces with other companies that will allow them to expand their bookings through other party planning companies. This along with their plan to add their own sales staff should give the company a well rounded market. The sales forecast for the ballroom they are looking for it to rise considerably in the first year as the forecast is for them to be able to sell due to introductory specials.

It is an aggressive one that could be hard to make if they cannot rent the space as they have projected. They have a well thought out Male Stone plan that seems to touch each section of getting the business going. The partners will be hands on with the start up to follow each function so that they can put their vision into place. With them doing this and hiring a minimal managerial staff until things take off this will help with costs. The hiring of an administrative assistant will give them the option to focus on this. A Marketing director will get them in place to be seen.

Using a full time facilities manager will keep the building in check for the events. A chief and assistant cook will be added along with other cross trained staff. When looking at the capital that the company will have for startup it they seem to have a very tight budget and are allowing for the purchase, improvements, equipment and marketing however they do not have much to fall back on if things slow down the opening or business does not pick up right away. They do however plan to use the cash reserves from Sumptuous Cuisine to help in the first year.