Catering Quotation System

Team Name: Innovatech Solutions

Project Name: QuickQuote Catering

PROBLEM

The manual process for preparing catering service quotations for social events is inefficient, error-prone, and time-consuming. This leads to delays in client responses, negatively impacting the company's image and its ability to compete in the market. A system is needed to automate and streamline the quotation process to ensure accuracy, speed, and better customer service.

OVERVIEW

In the social events sector, catering companies offer personalized services that vary based on the type of event, the number of attendees, the selected menu, and additional services required (such as decoration, beverages, service staff, etc.). Creating an accurate quotation requires considering all these factors and presenting the results clearly to the client. However, performing this process manually often results in calculation errors, omission of services, or incorrectly adjusted prices.

The proposed solution involves developing a digital system that allows dynamic quotation generation based on the client's requirements. The system will automatically calculate costs, apply company-defined rates, and generate a professional document that can be delivered or sent directly to the client. It will also allow saving a history of quotations and generate reports to support commercial decision-making.

BACKGROUND

Catering services have gained significant importance in the social events market, being a key element to ensure the success of weddings, birthdays, corporate meetings, and special celebrations. Catering companies must be able to respond quickly to client requests with clear, detailed, and competitive quotations.

Currently, many companies rely on traditional methods such as spreadsheets, Word templates, or even handwritten notes to create their quotations. This results in a high operational workload and leaves room for human error. Moreover, the lack of systematization prevents proper control over the services offered, pricing used, and tracking of issued quotations.

Implementing an automated system will help reduce these issues, improve internal efficiency, offer a better customer experience, and position the company as a professional and reliable option in the market.

Table 1. Example of quotation history for events

ID Cotización	Cliente	Tipo de Evento	Fecha Evento	N° Invitados	Menú Seleccionado	Servicios Adicionales	Costo Total	Estado
CT001	Ana Martínez	Boda	2025-06-15	100	Menú Premium	Decoración, Bebidas	$1,500.00	Enviada
CT002	Jorge Ortega	Cumpleaños	2025-07-01	50	Menú Infantil	Payasos, Bebidas	$750.00	Aprobada
CT003	Laura Cabrera	Evento Empresa	2025-06-25	200	Menú Ejecutivo	Personal, Bebidas	$2,800.00	En Revisión
CT004	Juan Torres	Aniversario	2025-08-10	80	Menú Clásico	Decoración	$980.00	Enviada
CT005	Mariana Sánchez	Graduación	2025-09-05	120	Menú Premium	Bebidas, Música en vivo		

Analyst Comparison

To evaluate the effectiveness of the new automated quotation generation system compared to the traditional manual process, different work scenarios will be simulated using both methods. Each sales executive will be able to generate quotations for events using the manual system (as has been done so far) or the proposed automated system.

All executives will be assigned the same scenarios (type of event, number of guests, requested menu, special requirements, etc.), and their performance will be measured according to the following parameters:

- **Average Quotation Time (AQT):** The total time it takes for the executive to complete the quotation from start to delivery to the client.
- **Error Rate (ER):** Number of errors made in the quotations, such as incorrect calculations, omission of services, or formatting errors.
- **Customer Satisfaction Level (CSL):** Client evaluation regarding the clarity and speed with which they received their quotation (based on simple surveys).
- **Conversion Rate (CR):** Percentage of quotations that are converted into confirmed service contracts.

By comparing these indicators between the manual and automated systems, the effectiveness of the new system can be determined and its implementation justified throughout the company. The results will help identify which method provides better operational and commercial benefits.