

CHAPTER - I

FRESH BITES CATERING

INTRODUCTION

Catering Sensation is a professional full service catering & event company. We are dedicated to innovative, environmentally-friendly, fresh, healthy and most of all, delicious flavors of the culinary world! We have over 75 years of combined kitchen and catering experience among our staff.

We launched our company after two decades in the catering and event industry to bring you, our valued clients, the very best in catering services. Inspired by the late Executive Chef John Paul, the tradition of serving exceptional meals with great portions blended with a distinguished presentation, carries on today.

Welcome to Catering Sensation. We have a professional catering environment and a team of professionals dedicated to help clients achieve success for every event. In this section you'll find information regarding the people and culture of our company. If you want to know where we're located, our hours of business, or simply what makes us tick, just follow the provided links for more information.

An excellent food catering business will additionally provide you several menus. They manage conditions such as food allergies and picky eaters, as well as come up with food selections to match the unique demands of youngsters. A great solution carrier will recognize how to use a couple of meals to take care of the needs of individuals with allergic reactions. They will also supply unique recipes for children and give some recipes for those who are looking for common food. In conclusion, an expert company will certainly be accountable for carrying all elements associated with food. They will also ensure that the food is risk-free to eat. These companies additionally maintain the food at optimal temperatures by providing heating terminals.

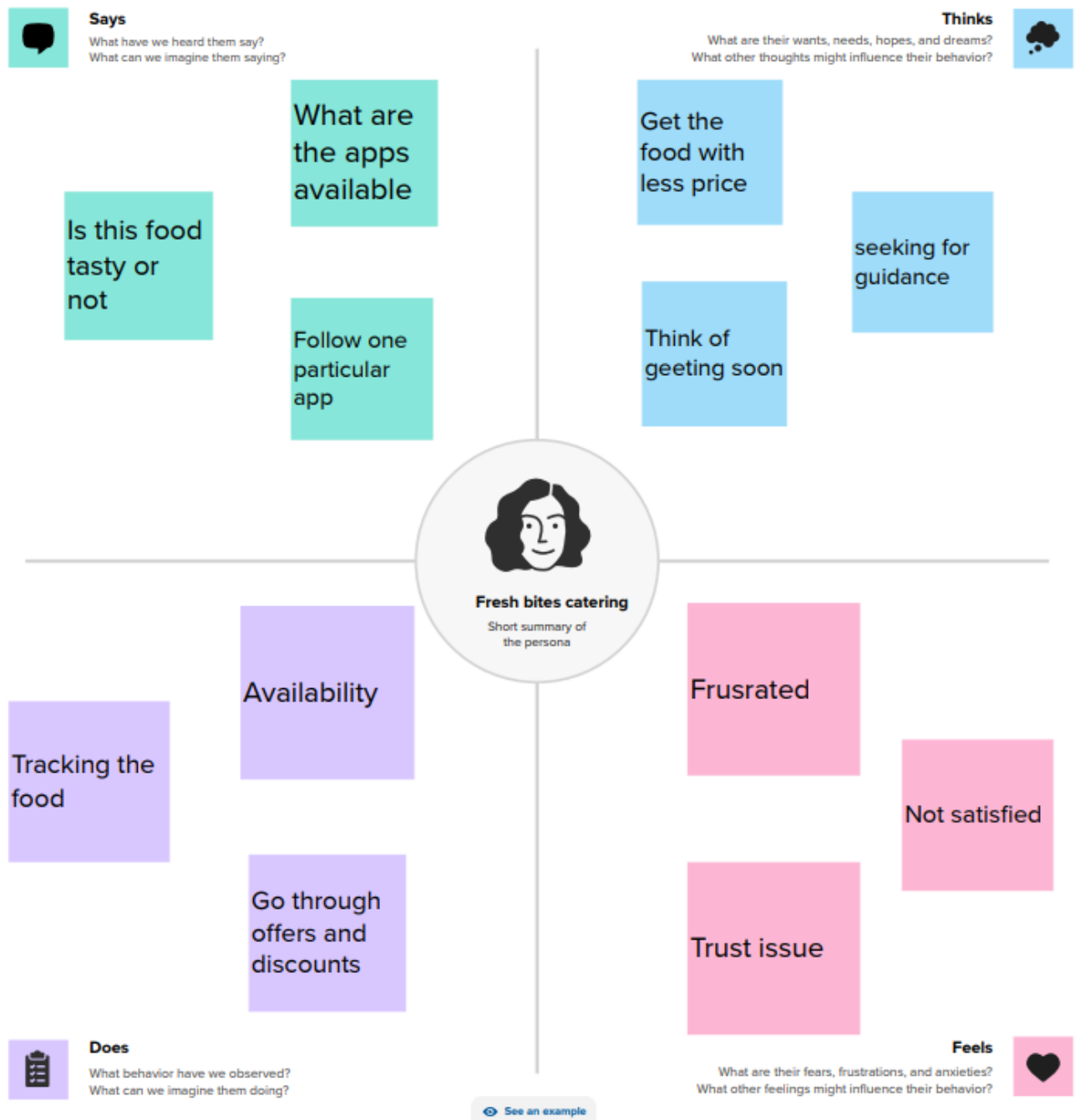
PURPOSE

- ✓ It is a service that **delivers, cooks and/or serves food on site at a client's location**. Options can range from full-service to mobile or industrial caterers so that providing food to guests is as easy as possible on the host or client.
- ✓ In the past, hotels were primarily focused on providing lodging, while catering businesses focused on providing food and beverages for events.
- ✓ However, today's hotels and catering businesses have expanded their offerings to include various services, including event planning, spa services, and unique dining experiences.
- ✓ These are processed as little as possible in order to retain the quality of fresh foods. Generally the processes used are cleaning, trimming, shelling, cutting, slicing and storage at low i.e., refrigeration temperatures.
- ✓ The methods of preservation used do not change the character of the product substantially e.g., frozen peas and frozen vegetables, dehydrated peas, dehydrated vegetables, canned fruits and vegetables.
- ✓ In such products, the original characteristics of the raw products are lost and some basic methods of preservation are used, often using various ingredients such as salt, sugar, oil or even chemical preservatives. Examples are pickles, jams, marmalades, squashes, papads, wadis.
- ✓ These are products prepared by mixing and processing of individual ingredients to result in relatively shelfstable food products such as bread, biscuits, ice cream, cakes, kulfi.
- ✓ In industry, components of foods may be obtained from the raw product through purification, e.g., sugar from sugarcane or oil from oil seeds. In some cases, the derivative or the component may be processed further, e.g., conversion of oil to vanaspati (the process is called hydrogenation).
- ✓ These are foods that can have a beneficial effect on human health, e.g., probiotics. These are used in dietary management of diseases, for example, low sodium salt, lactose-free milk for persons with lactose intolerance.

CHAPTER – II

PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP



IDEATION & BRAINSTORMING MAP



CHAPTER –III

RESULT

PROFIT AND LOSS ACCOUNT

ADK Catering
Profit and Loss

Basis: Accrual
From 01/04/2023 To 31/03/2024

Account	Total
Operating Income	
Sales	50,000.00
Total for Operating Income	50,000.00
Cost of Goods Sold	
Cost of Goods Sold	1,50,000.00
Total for Cost of Goods Sold	1,50,000.00
Gross Profit	-1,00,000.00
Operating Expense	
Other Expenses	4,500.00
Rent Expense	50,000.00
Total for Operating Expense	54,500.00
Operating Profit	-1,54,500.00
Non Operating Income	
Total for Non Operating Income	0.00
Non Operating Expense	
Total for Non Operating Expense	0.00
Net Profit/Loss	-1,54,500.00

**Amount is displayed in your base currency INR

BALANCE SHEET

ADK Catering

Balance Sheet

Basis: Accrual

As of 31/03/2024

Account	Total
Assets	
Current Assets	
Cash	
Petty Cash	10,000.00
Total for Cash	10,000.00
Bank	
ICICI Bank-001	83,190.00
Total for Bank	83,190.00
Accounts Receivable	52,500.00
Other current assets	
Prepaid Expenses	52,500.00
Input Tax Credits	0.00
Input CGST	8,655.00
Input SGST	8,655.00
Total for Input Tax Credits	17,310.00
Total for Other current assets	69,810.00
Total for Current Assets	2,15,500.00
Total for Assets	2,15,500.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Accounts Payable	1,05,000.00
Unearned Revenue	2,62,500.00
GST Payable	0.00
Output CGST	1,250.00
Output SGST	1,250.00
Total for GST Payable	2,500.00
Total for Current Liabilities	3,70,000.00
Total for Liabilities	3,70,000.00

CHAPTER – IV

ADVANTAGES AND DISADVANTAGES

ADVANTAGES

As a catering enthusiast, it is important for you to understand all the benefits that the catering industry can bring you.

Saves You Time

Planning an event takes time. There are a lot of moving parts you have to plan for and anticipate, and there can be a steep learning curve when you are unsure exactly what you will need. When you partner with a professional catering company, they can take a huge part of the event planning off the table by taking care of the food needs. Preparing food in large quantities is itself a monumental task. Let the experts at The Healthy Kitchen in the Bronx handle the food so you can handle the rest of the event.

Saves You Money

Food caterers are experts at making large quantities of meals. As such, they know where to buy their food and exactly how much to make. If you tried to prepare all of the same amount of food, odds are you'd spend a lot more and misjudge the amount, costing you in both reputation of the event and in actual food costs. Moreover, food catering companies are experts at planning for special dietary needs and at preparing food in an environment that prevents cross-contamination, so that those with food allergies are safe.

Reduces Stress

Besides saving you time and money, hiring a professional food caterer will also reduce your stress and anxiety over the event itself. You may actually get to enjoy the event instead of worrying about all of the little details when you hire a professional food catering company.

Can Do More Than You Can

It's hard for event planners to admit that they can't do it all (they are often type A personalities). However, food catering companies have all of the equipment and the staff to deliver a superior food product with different food options than you ever could. They know what foods taste good and will most likely be a hit with your company and which foods to avoid. And the food can set the tone; for example, hors d'oeuvres that are formal can make your event more formal versus finger foods that will make your event more casual.

DISADVANTAGES

While you may be quite familiar with the advantages of a catering business, it is important to not only be mindful of the disadvantages but to also prepare yourself for it.

You'll have a lot of responsibility

This is the flipside of the independence that self-employment can bring. While you have all the freedom in the world to choose your clients, employees, working times, etc., you also have all the responsibility of ensuring that you have work. This is not an easy thing to take on, and it can be very hard, especially in the difficult beginning stages.

You'll be very busy

The catering business is very demanding when you're actually working. Besides having to work the entire day when the event is happening, you'll also have to work a lot of days before to ensure that the event goes off without a hitch. It can be very exhausting, because you'll be running around the entire day and you'll have to prepare yourself for that huge energy consumption.

You'll have a lot of stress

Catering is about food and organization, and therefore you need skills in both areas in order to be successful. You will have to make sure that every small detail is covered because if you miss something, it could ruin the entire event. If you don't do well under stress, you may have to reconsider the field you're going in, since it is pretty much stressful for the entire of the event and even beyond that.

You'll have a difficult start

While you may have a passion for catering, it is difficult to emphasize how hard it can be in the beginning when you're just starting off.

Not only will finding clients be hard, since you need to build up their trust first, meaning you need to have references from past clients. It's also because you'll have plenty of competition, and positioning yourself as better than them will be a challenge.

CHAPTER – V

APPLICATION

Every business has its own unique set of challenges, just as each has its own particular rewards. Within the foodservice industry, for example, a catering business runs differently from a restaurant or cafeteria. And though the game is different, some of the moves and strategies are the same. With this in mind, taking a look at the key challenges of owning and operating a catering company can provide a fresh vantage point from which to consider your own business.

- **Planning and contingencies** — One challenge is determining how much food to prepare for a given number of people, how many staff you need to do this, and what to do if something goes amiss. For outdoor venues, there's always the risk of getting rained out; in this case, you need a contingency plan.
- **Staff** — To run a successful catering business, you need a lot of employees to perform a number of different tasks. Even though labor costs are high, many owners have a hard time retaining employees who leave in search of higher-paying jobs.
- **Leave no trace** — In general, you have to arrive at the site with all the necessary equipment in perfect condition, set it up, and then once you're finished, you must take it all away so it looks as though you were never there. In addition to serving many people and making a lot of food, you have to move a small restaurant twice in a day.
- **Competition** — Despite the many challenges, competition within the catering industry is stiff. To remain viable, you must offer a variety of plates, use top ingredients and offer your services at a price that doesn't drown your business or send people looking elsewhere.

As you can see, some of the main challenges in running a catering business are logistical, and there's no way around that. After all, feeding a lot of people will always be a challenge that requires strategy and planning. Because the logistics can be so overwhelming, they can sometimes dominate the business. Fortunately, new technology can allow business owners to streamline their operations, making it more efficient for caterers to manage their suppliers and more precisely calculate their labor and food costs.

Software and apps are now available to keep inventory, create a database of orders, schedule employees, interact with customers and much more. Not only does this technology help streamline your catering business, but it also helps you get back to what it's all about: serving up great food to a hungry crowd.

CHAPTER – VI

CONCLUSION

Frequent change in catering policy and consequent transfer of responsibility to manage catering units from railways to IRCTC and back, have created a state of uncertainty in management of catering services provided to the passenger over the years.

On account of these policy changes, railways have not taken effective steps to bridge the gap to provide necessary infrastructure in terms of base kitchens, Static Catering Units, Specified Catering Units (such as Food Plaza, Food Courts and Fast Food units), Trains Side Vending arrangements and Automatic Vending Machines etc. Frequent changes also led to legal disputes with contractors and coordination issues between the railways and IRCTC.

Requirement of catering facilities on stations and trains were not assessed comprehensively for each station in the form of Master Plans (Blue Prints) by all Zonal Railways. Zonal Railways did not ensure provisions of pantry cars in a number of long distance trains.

Alternative services through train side vending and/or base kitchens were also not provided in some of the trains checked in audit. Only three per cent base kitchens were functioning departmentally and remaining were managed through licensees. A large number of base kitchens were located outside the railway premises and were not subjected to quality checks.

Thus, there was no assurance that, the objective of servicing mobile catering units through base kitchens to improve quality, hygiene, cleanliness and use of standard ingredients for food served on trains, was achieved.

CHAPTER – VII

FUTURE SCOPE

Restaurant Catering Systems market exhibits comprehensive information that is a valuable source of insightful data for business strategists during the decade 2019-2029. On the basis of historical data, Restaurant Catering Systems market report provides key segments and their sub-segments, revenue and demand & supply data. Considering technological breakthroughs of the market Restaurant Catering Systems industry is likely to appear as a commendable platform for emerging Restaurant Catering Systems market investors.

The complete value chain and downstream and upstream essentials are scrutinized in this report. Essential trends like globalization, growth progress boost fragmentation regulation & ecological concerns. This Market report covers technical data, manufacturing plants analysis, and raw material sources analysis of Restaurant Catering Systems Industry as well as explains which product has the highest penetration, their profit margins, and R & D status. The report makes future projections based on the analysis of the subdivision of the market which includes the global market size by product category, end-user application, and various regions.

Market Research Update is a market research company that fulfills demand of large corporations, research agencies and others. We offer several services that are designed mostly for Healthcare, IT, and CMFE domains, a key contribution of which is customer experience research. We also customize research reports and provide syndicated research reports, and consulting services.

Catering and Food Service market report presents a global overview of market shares, size, statistics, trends, demand, revenue and growth opportunities by key players, regions and countries. This report offers a complete market overview during the past, present, and the forecast period till 2032 which helps to identify future opportunities, risk factors, growing areas. Report also highlight on recent developments, technological innovations, market affecting factors, demographics analysis, demand and supply chain which gives brief strategy of market growth during the forecast period. It also gives in-depth insights on SWOT and PESTLE analysis based on industry segmentations and regional developments.