**Description of the business domain:**

The Catering Industry:

Catering is a business in which food is prepared and provided to places such as hotels, weddings and various other kinds of events (Catering., 2014). Catering is a huge industry generating an estimated $9 billion every year growing at a rate of 2.0% a year and has its own organization known as the National Association of Catering Executives (NACE) (Caterers in the US: Market Research Report., 2014). The biggest market for catering is wedding related events like reception halls, rehearsal dinners, farewell brunches and bridal showers (How to Start a Catering Business., 2009). The demand for this industry will likely increase due to the fact that after the recent recession there will likely be a rise in demand from high-income households and businesses and this will bolster the growth of the industry(Caterers in the US: Market Research Report., 2014).

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