

Fresh Bites Catering

Project Report

1 Introduction

1.1 Overview

Fresh Bites Catering is a reputable catering service known for its high-quality and diverse menu options. They specialize in providing fresh and delicious food for various events, including weddings, corporate gatherings, parties, and more. Their offerings often include a wide range of cuisines, accommodating different tastes and dietary preferences. With a focus on using fresh and locally sourced ingredients, Fresh Bites Catering ensures the quality and taste of their dishes. Additionally, they often provide customizable menus tailored to specific event needs, making them a popular choice for clients seeking personalized catering services. Please note that specific details about Fresh Bites Catering's current offerings and services might have changed since my last update in September 2021, so it's advisable to check their official website or contact them directly for the most recent information.

1.2 Purpose

Fresh Bites Catering serves various purposes, including providing delicious food for events such as weddings, corporate meetings, parties, and other special occasions. Their purpose is to offer high-quality, freshly prepared meals that cater to the specific needs and preferences of their clients. Whether it's a formal dinner, casual gathering, or any other event, Fresh Bites Catering aims to enhance the overall experience by delivering excellent culinary offerings and professional service.

2 Problem Definition

& Design Thinking

2.1 Empathy Map

Certainly! An empathy map for Fresh Bites Catering could be designed to understand the needs and feelings of their customers, helping the business to tailor their services effectively. Here's a basic empathy map for Fresh Bites Catering:

1. **Say:**

- Customers might say they want diverse menu options.
- They could express the need for personalized catering services for special events.

2. **Think:**

- Customers may think about the quality and freshness of the ingredients used in the catering.
- They might think about the convenience of ordering and delivery process.

3. **Feel:**

- Customers might feel excited about trying new and delicious dishes.
- They might feel relieved if the catering service takes away the stress of organizing an event.

4. **Do:**

- Customers may research online for catering options and read reviews.
- They might place orders, customize menus, and coordinate with Fresh Bites Catering team for their events.

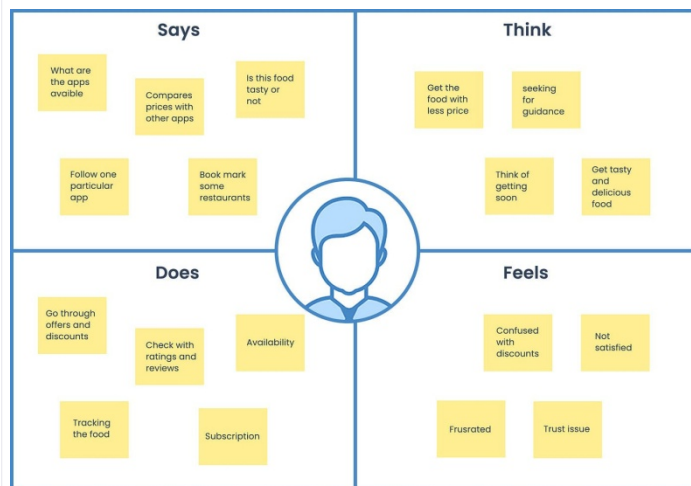
5. **Pain Points:**

- Customers could be frustrated if the menu options are limited and do not cater to dietary restrictions.
- They might feel dissatisfied if the delivery is late or if there are issues with the quality of the food.

6. **Gains:**

- Customers appreciate a hassle-free experience, where they can rely on Fresh Bites Catering for their events.
- They gain satisfaction from receiving compliments on the delicious food and seamless service at their events.

By understanding these aspects, Fresh Bites Catering can improve their services, addressing customer needs and enhancing customer satisfaction.



2.2 Ideation & Brainstorming Map

Certainly! To create a brainstorming map for Fresh Bites Catering, you can use a mind mapping tool or draw it out on paper. Here's a basic outline to get you started:

Central Idea: Fresh Bites Catering

1. Types of Events

- Wedding Receptions
- Corporate Events
- Birthday Parties
- Holiday Gatherings
- Special Occasions

2. Cuisine Themes

- Gourmet
- International Flavors
- Healthy Options
- Fusion Cuisine

3. **Menu Ideas**

- Appetizers
- Main Courses
- Desserts
- Beverages
- Dietary Options (Vegan, Gluten-Free)

4. **Food Presentation**

- Buffet Style
- Plated Meals
- Food Stations
- Interactive Cooking Stations

5. **Unique Selling Points**

- Locally Sourced Ingredients
- Farm-to-Table Concept
- Customized Menu Options
- Chef's Special Creations

6. **Service**

- Professional Staffing
- Timely Delivery
- Table Setup and Decor
- Cleanup Services

7. **Client Engagement**

- Tasting Events
- Customer Feedback Surveys
- Loyalty Programs
- Referral Discounts

8. **Marketing and Branding**

- Social Media Campaigns
- Website Development
- Collaboration with Event Planners
- Food Photography and Promotion

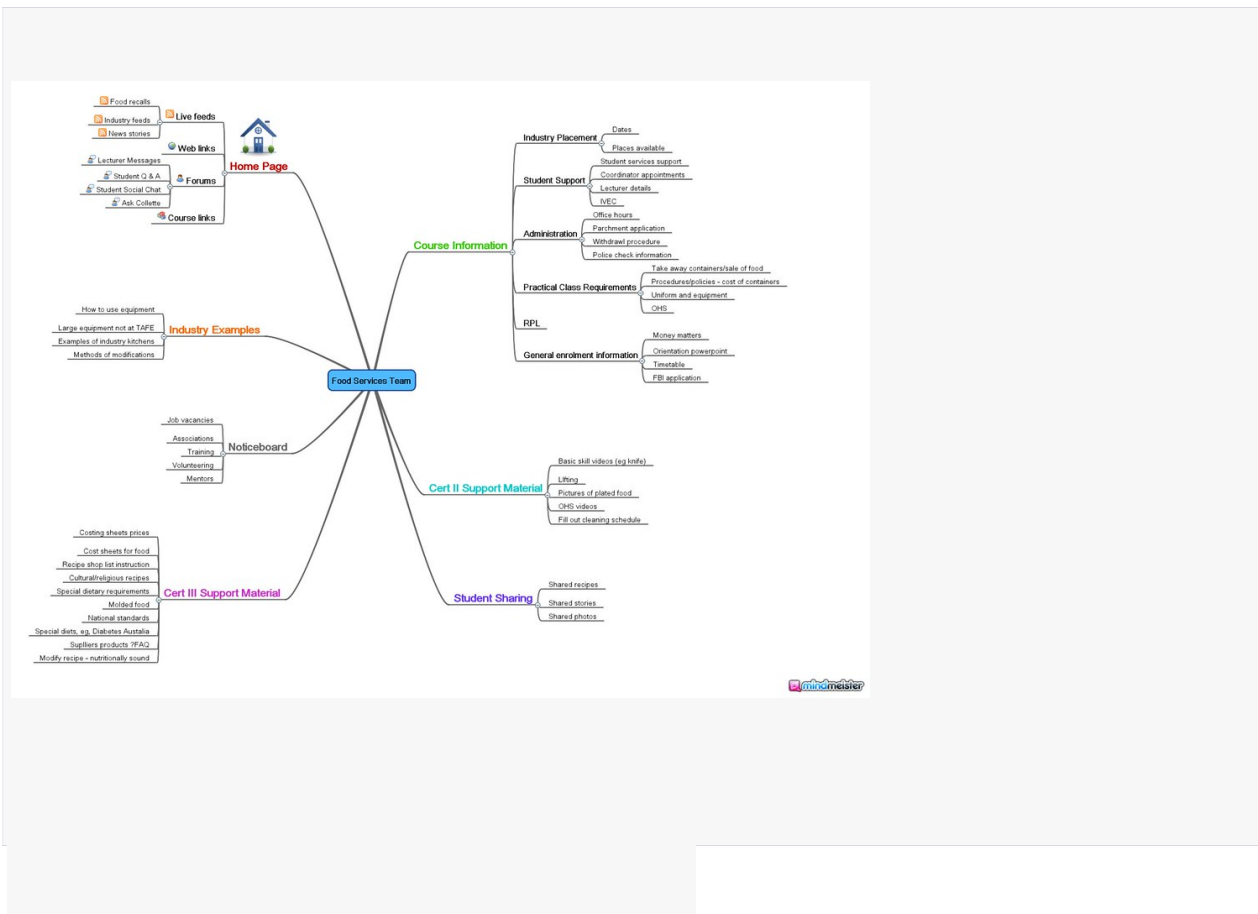
9. **Innovation and Sustainability**

- Eco-Friendly Packaging
- Seasonal Menu Changes
- Collaboration with Local Farmers
- Zero-Waste Initiatives

10. **Expansion and Growth**

- Opening New Branches
- Catering to Larger Events
- Partnering with Venues
- Diversifying Services (Cooking Classes, Meal Subscription)

Remember, this is just a starting point. You can expand and customize each section based on your specific goals and ideas for Fresh Bites Catering.



3 Result

Final findings (output) of the project along with screenshot.

fresh bites catering rs team

Journal Report

Basis: Accrual

From 01/10/2023 To 31/10/2023

01/10/2023 - Invoice Payment INV-00004 (fresh bites catering rs team)		Debit	Credit
Petty Cash		1,517,500.00	0.00
Accounts Receivable		0.00	1,517,500.00
		1,517,500.00	1,517,500.00
01/10/2023 - Journal 4		Debit	Credit
Salaries and Employee Wages		2,000,000.00	0.00
KICI Bank-001		0.00	2,000,000.00
		2,000,000.00	2,000,000.00

**Amounts displayed in your base currency EUR

fresh bites catering rs team

Profit and Loss

Basis: Accrual

From 01/04/2023 To 31/03/2024

Account	Account Code	Total
Operating Income		
Sales		2,70,000.00
Total for Operating Income		2,70,000.00
Cost of Goods Sold		
Cost of Goods Sold		1,60,000.00
Total for Cost of Goods Sold		1,60,000.00
Gross Profit		1,10,000.00
Operating Expense		
Salaries and Employee Wages		2,00,000.00
Total for Operating Expense		2,00,000.00
Operating Profit		-90,000.00
Non Operating Income		
Total for Non Operating Income		0.00
Non Operating Expense		
Total for Non Operating Expense		0.00
Net Profit/Loss		-90,000.00

**Amount is displayed in your base currency INR



fresh bites catering rs team

A/P Aging Summary

As of 05/10/2023

Vendor Name	Current	1 - 15 Days	16 - 30 Days	31 - 45 Days	> 45 Days	Total	FCY
Drink delights beverages Drink delights beverages	₹0.00	₹63,000.00	₹0.00	₹0.00	₹0.00	₹63,000.00	₹63,000.00
fresh bites catering fresh bites catering	₹0.00	₹1,05,000.00	₹0.00	₹0.00	₹0.00	₹1,05,000.00	₹1,05,000.00
Total	₹0.00	₹1,68,000.00	₹0.00	₹0.00	₹0.00	₹1,68,000.00	

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A/R Aging Summary

As of 05/10/2023

Customer Name	Current	1 - 15 Days	16 - 30 Days	31 - 45 Days	> 45 Days	Total	Total (FCY)
Raj kamal wedding planners	₹0.00	₹1,26,000.00	₹0.00	₹0.00	₹0.00	₹1,26,000.00	₹1,26,000.00
TOTAL	₹0.00	₹1,26,000.00	₹0.00	₹0.00	₹0.00	₹1,26,000.00	

fresh bites catering rs team

Balance Sheet

Basis: Accrual

As of 30/03/2024

Account	Account Code	Total
Assets		
Current Assets		
Cash		
Petty Cash		1,67,500.00
Total for Cash		1,67,500.00
Bank		
ICICI Bank-001		2,53,500.00
Total for Bank		2,53,500.00
Accounts Receivable		1,26,000.00
Other current assets		
Prepaid Expenses		4,76,500.00
Input Tax Credits		0.00
Input CGST		4,000.00
Input SGST		4,000.00
Total for Input Tax Credits		8,000.00
Total for Other current assets		4,84,500.00
Total for Current Assets		10,31,500.00
Total for Assets		10,31,500.00
Liabilities & Equities		
Liabilities		
Current Liabilities		
Accounts Payable		1,68,000.00
Unearned Revenue		8,40,000.00
GST Payable		0.00
Output CGST		6,750.00
Output SGST		6,750.00
Total for GST Payable		13,500.00
Total for Current Liabilities		10,21,500.00
Total for Liabilities		10,21,500.00

Account	Account Code	Total
Equities		

4 ADVANTAGES & DISADVANTAGES

Certainly! Here are some advantages and disadvantages of Fresh Bites Catering:

Advantages:

1. **Quality Food:** Fresh Bites Catering typically offers high-quality, freshly prepared food for various events and occasions.
2. **Convenience:** Catering services provide a convenient option for hosts, saving them time and effort in meal preparation.
3. **Professional Service:** Catering companies often have experienced staff, ensuring a professional presentation and service during events.
4. **Variety:** Fresh Bites Catering usually offers a diverse menu, catering to different tastes and dietary preferences of guests.
5. **Customization:** Many catering services allow customization of the menu according to the specific requirements and preferences of the host and guests.

Disadvantages:

1. **Cost:** Catering can be expensive, especially for large events, making it a less budget-friendly option for some hosts.
2. **Limited Control:** Hosts may have limited control over the food preparation process, leading to concerns about food quality and taste.
3. **Waste:** There can be a significant amount of food wastage, especially if the guest count estimation is inaccurate.
4. **Dependency:** Relying on a catering service means the host is dependent on their punctuality and efficiency, which could be a concern if the service is not reliable.
5. **Lack of Personal Touch:** Compared to homemade meals, catering services might lack the personal touch and warmth that homemade cooking often provides.

Remember that the specific advantages and disadvantages can vary based on the particular Fresh Bites Catering service and the preferences of the host and guests.

5 APPLICATIONS

Whenever we observe catering, the primary issue that comes into people's

Thoughts is food. However catering isn't only regarding food. It includes each detail of

The party. From the food provided up to the single detail of the party decoration, they're

All components of catering services. There are of course several reasons why parties and

Social gathering are command often. Intimate and personal parties are celebrate

Throughtout Christmas, New Year, graduation and birthdays.

6 CONCLUSION

To improve the quality of the catering service to patients' nutritional needs are to be identified & fulfilled, timeliness of meals, provide dietary assistance.

More effective communication between the catering department & other staff involved in the

catering chain will be crucial in raising & then maintaining the quality of service delivered.

Continual improvement, patient satisfaction must be closely monitored.

Audit Mechanism to be incorporated to keep a check on food quality & services provided

7 FUTURE SCOPE

The future scope for Fresh Bites Catering largely depends on market trends, innovation, and customer preferences. Embracing sustainable practices, offering diverse and customizable menu options, incorporating technology for online ordering and delivery logistics, and focusing on exceptional customer service can enhance the company's growth potential. Staying updated with culinary trends, dietary preferences, and global cuisines can also help Fresh Bites Catering stay competitive and appealing to a wide range of customers. Additionally, exploring corporate catering, special events, and partnerships with local businesses or event planners could open up new revenue streams. Keep an eye on emerging trends and be adaptable to meet the evolving needs of the market.

8 APPENDIX

- Approved Development
- Future Assessment

- Plan of Development
- Contactless Free Delivery And Pickup.