

Feasibility Analysis

QOA Events Catering Services

April 2022

I. Executive Summary

A QOA Full-Service Events & Catering company is one that is independently owned and run. Caterers are frequently engaged for company and personal anniversaries, birthday parties, wedding receptions, corporate holiday celebrations, and a variety of other occasions. The owner is the exclusive source of all financial resources. For a certain aspect in the firm, the owner contributes a minimum of P600,000 up to a maximum of P800,000 in capital.

Our company primarily focuses on social media and online video marketing to demonstrate what our company can achieve comprehensively. Due to its remoteness, the majority of the Private Full-Service Event & Catering business is on-call/private message booking rather than walk-in. As a result, we are prioritizing Internet Marketing and Social Platform Marketing.

Competitive analysis was one of the tools we utilized to perform this feasibility study. Competitive analysis is investigating rivals to better understand their strengths and shortcomings, then comparing the findings to the company's own operations to enhance operations. The concept is based on the price, service, menu, and strategy for dealing with internal and external clients supplied by the Events Catering Services, as well as how they

prioritize their cuisine and design. We developed three (3) service packages and three (3) menu packages with minimum reservations of 50, 100, and 200 people.

II. Technological Consideration.

An Events & Catering business is a Full-Service firm, and the technical Consideration of this Events & Catering business is separated into the following keys, which assist narrow down the vital resources of the entrepreneur's demands.

➤ PAX SIZE

The event's catering and events firm should be able to serve the expected number of participants. The size of the catering company should match the magnitude of your event. Buffet table supplies and equipment, dinner table supplies and equipment, consumable supplies, and event design supplies should all be able to accommodate a variety of individuals per pax.

As soon as the company is established, a set amount of goods and equipment for the operation will be provided, ranging from 80 to 200 people. As a start-up company, the entrepreneur should set aside at least 70,000 to 100,000 pesos depending on a number of factors.

➤ Client Budget

The client's budget will be determined by the nature of their event, as there will be charges for special events at every event we manage.

Debut - our budget for debuts is projected to be between 80,000 to 100,000 Pesos, which will cover the food, host, photobooth, and photoshoot for 50 people.

Birthdays - The cost of a birthday party for 50 people will be between 70,000 and 80,000 Pesos, which includes the food, host, and clown (if the Party is a Kid Party)

➤ Events Location

It is also a good idea to examine the event's location. As an Events & Catering company, it should get familiar with certain event regions in order to provide outstanding operational service. In addition to travel time, to be less likely to face delays as a result of a long journey.

➤ Venue & Staff limitations

We will additionally deploy extra staffs to be ready if our projected staff is unable to manage the event because of venue and workforce limitations. In terms of the venue, we'll ask our client what kind of design they want for their event, and then give them what they want.

II. Existing Market Place

Direct Competitors

The direct competitors our catering and event services will face competition from other businesses around in Carmona, Cavite with a similar business that offers same service. They are the caterer known for searching the quality of their scratch-made food that catering company has cultivated close relationships with local farmers in order to create a variety of dishes that can be elegant to traditional comfort food. To protect the safety of our customer and to enhance our services we plan a lot for this event. So, our organization also utilizes lean and green business practices. All of the cutlery, plating, cups, containers, boxes and napkins are made with plant starch, biodegradable, or compostable products.

Chantilly by QEvents

- Chantilly Cafe & Resto is a hidden gem in Carmona Cavite which is a perfect place to breathe and relax while indulging our sumptuous meals. It's lucious greens and wide race track gives you a different country vibe. Chanity also offer a catering services in their own place. For Birthdays, and other occasions.
- Is a Wedding Venue, Restuarant, Cafe
- Chanity by Qevents is located at Carmona, Calabarzon, Philippines, Carmona, Philippines

Indirect competitors

The Indirect competitors are other options that customers have to purchase from our not direct competitors. This pool of competitors includes restaurants, delis, supermarkets and customers preparing food for events themselves at home because some people are making their own catering in house like "DIY" for the reasons to not spend to this kind of event such as Birthday, and Debut this are the basic or people can afford to do with their own idea. However, they may be classified as a different type of catering such fine and casual dining.

IV. Marketing Strategy

Our organization provides a marketing plan that will help us grow our business in a distinctive and current way. This is an overarching strategy for reaching out to potential

customers and converting them into clients of their products or services. It includes the company's value proposition, key brand message, demographic information for target customers, and other high-level aspects.

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● **Required Staffing**

The number of people needed for events and catering services varies depending on the task; caterers' responsibilities change depending on the size of the company or the demands of their clients, as well as the level of formality and degree of complexity. Although the number of personnel required for an event may vary, most catered events and venues have a set number of employees. Employees who are empowered are more likely to be influential, confident individuals who are devoted to important goals and show initiative and ingenuity in achieving them. They usually have the flexibility to come up with innovative ideas and the assurance that these ideas will be valued.

The total budget for the needed personnel is P120,000, plus the firm's external costs for various benefits and beneficiaries for their contributions to the business. These are the budget breakdowns for the needed staffing, which will be represented by the following:

Stuff Budget:

- ☐Events Manager - 5k (per operational)
- ☐Sales & marketing manager - 4k (per operational)
- ☐Events Supervisor/Planner - 2k (per operational)
- ☐Lead waiter - 1,500 (per operational)
- ☐Waiter- 1k (per operational)
- ☐Lead Florist -1,300 (per operational)
- ☐Florist -1K (per operational)
- ☐Head chef - 3k (per operational)
- ☐Executive chef - 2k (per operational)
- ☐Kitchen Assistant- 1500 (per operational)
- ☐HR - 2k (per operational)
- ☐Recruiter - 1k (per operational)

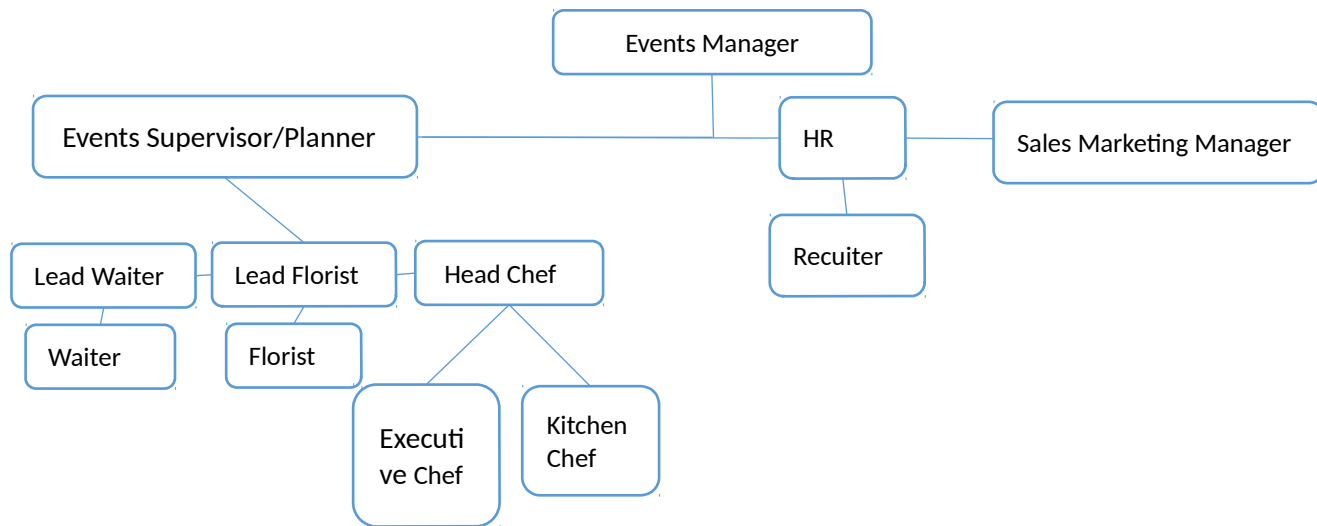
External Expenses:

?

Other expenses - 30k

?

Seminar and training - 60k



Schedule and Time Line

The Schedule and timeline should be used to manage a specific project or noteworthy event, such as the launch of a new firm or customer. The company concept will display a graphical depiction of a chronological sequence of occurrences (past or future). These are critical in organizing the activities that must be completed in order to achieve your objectives and establishing the feasibility of your desired dates and expenditures.

The table below will indicate the projected schedule and timescale for completing this company idea:

Table 1: Bussiness Timeline

The representation of a time, usually in the form of a line, indicates how linked events occurred.

- Project Financial

Task	Jan	Feb.	Mar.	April	May	Jun.	July	Aug.	Sep.	Oct	Nov.	Dec.
Planning and improve and measure												
Securing Financial and Capital												
Execute: Equipment, Supply and services												
Hiring , Seminar and Training												
Evaluate												
Competition of Bussiness Idea												

Budget and financial resources

Total Breakdown and compilation of te expences

STAFF	ITEM OR PARTICULAR	SUBTOTAL
Administration Committee	Place/Venue	40,000php
Technical Committee	Sound System and Lightings	20,000php
Event Program Committee	Cake, Invitation and Souvenirs	35,000php

	Events designer and supplies	120,000php
	Buffet table equipment and supplies	150,000php
	Dining table equipment and supplies	220,000php
Waiter/Cleaner	Hiring, training, Seminar for Required staff	60,000php
TOTAL:		645,000php

Finding and Reccomedation

The purpose of this paper was to develop a business strategy for the Full-Service Events & Catering company. This business plan was made by combining all knowledge gathered from various competitors in order to better study and understand their strengths and shortcomings, as well as distinguish the research to the company idea in order to enhance operations and competitiveness. The company will consider the following technological keys to help narrow the entrepreneur's critical resources that will be required because the company is a full-service business, improving output by assuring every staff and employee's quality performance through empowerment, and service of high quality in food and design. Because it will focus on two (2) customers: internal and external, this business offers vast prospects and nearly no dangers. Instead of focusing on competitors, the company should focus on its customers.

A. Bussiness Idea

Mission and Vision Statement

Mission

- To serve the best to the clients with complete dedication and devotion working from scratch to create the unique services for your entire event making sure we have all the details you want to incorporate into the program.
- By providing an impeccable service, quality delicious foods and a passionate team, Impressions deliver a friendly and professional experience that brings our customers visions to life and creates powerful memories.

- To deliver high-quality production and excellent services retain trust with clients over the long term.

Vision

- To create a friendly and family spirited team and make sure all who work with us have the tools to be their best in a cooperative and rewarding environment.
- To build an outstanding reputation that we exceed in every service through our dedication to the success of our customers' important occasions and creating memorable events.
- To be a leading provider of quality delicious foods and impeccable customer service by offering a versatile and flexible service.
- To bring people together and have a positive impact on our customers, our team, the environment and the community.

B. Product and Services

Service Style

The service type we are offering to the client is a standard/common service in the catering industry.

➤ **Plated Dinner**

This sort of service is more convenient for guests, making the reception more formal and sophisticated; it is also the most conventional and typical wedding catering choice. Plated service is specifically structured, and each meal is presented sequentially to everyone at the same time. Each meal is served on individual plates to each guest at their assigned table. Instead of queuing up for meals, visitors may eat at their leisure.

➤ **Buffet Style**

A buffet is a system of serving meals in which food is placed in a public area where the diners serve themselves from various dishes set out on a table or sideboard. Buffet restaurants typically offer all-you-can-eat food. However, catering services provide this service type to use buffets as an efficient way to feed numerous guests.

➤ **Food Station**

The food station is similar to a mini-buffet, and it is usually accompanied by a serving attendant. Stations can be set up according to the kind of cuisine -meat, salads, and desserts.

The serving attendant is present at the station to ensure that each guest receives an equal share. However, because of the little meal portion, it is a disadvantage for the guest's hunger.

Meal Menu Package

Four (4) Course Menu Package

Appetizer (choose two)

Fish Finger with Tartar or honey Mustard Sauce, Fish Wrapped in Bacon. Mushroom Trio, Mushrooms ala pobre Meatballs.

1. Soup(Choose one)

Old-Fashioned Beef Stew, Creamy Pumpkin Soup, Rotisserie Chicken Noodle Soup, Potato Mushroom Soup

2. Salad (Choose one)

Summer Asian Slaw, Pasta Salad, Heirloom Tomato Fattoush, Tomato and avocado salad, Lime Mustard

3. Main Course (Choose from each Category)

Beef Dish

Roasted Beef Tenderloin, Boneless Rib Roast, Reverse sear Ribeye, Keto Beef and Broccoli. Instant Pot Meatballs

Pork Dish

Pork loin Roast, Crock Pot Pork Roast, Crispy pork Stir-Fry, Smothered Pork Chops, Glazed Pork Tenderloin

Chicken Dish

Pineapple Chicken, Chicken Taquitos, Creamy lemon Parmesan Chicken, Air Fryer Chicken Breast, Mozzarella Stuffed Chicken Parm

Fish Dish

Blackened Catfish with Mango and Avocado Salsa, Brown Sugar Glazed Salmon, Tuna Crescent Ring, Citrus Salmon Fillets with Salsa.

Vegan Dish

Plant Based Tomato Tart, Ginger Veggie Stir-Fry, Crispy Vegan Quinoa, Tlayudas

4. Dessert (Choose two)

Confetti Squares, Carmel Flan, Fantasy Fudge, Churros, Chocolate covered Cake Balls

Seven (7) Course Meal Package

Cocktails(Choose two)

Espresso martini, Mulled gin, Pink Gin ice tea, Vodka martini, Manggo & pineapple mojito

Soup (Choose one)

Salad Bar with Three Dressings (Orange Vinaigre, Balsamique Vinaigrette, Lime Mustang, Oriental, Cassar, Ranch Dressing Oriental Salad, Caesar Sodod Supreme

Appetizer (Choose two)

Fish Fingers with Tartar or Honey Mustard Sauce, Fish Wrapped in Bacon, Mushroom Trio. Mushroom ala Pobre. Vegetable and Chicken Satay in Red Curry Sauce, Meatball Mixed, Crustini, Cold Cuts, Finger Sandwiches Cold Beef with Jellied Horseradish, Cabbage Roll

Salad (Choose one)

Toasted Pumpkin Sang Petano Broccoli Soup, Sopa de Aja, New England Chowder, Patate Mushroom Soup.

5. Main Course (Choose one from each category)

Beef Dish:

Beef Stroganoff, Roast Beef with Merlot Sauce. Braised beef with Pepper and Onion, Grilled Beef with Buttered Shallots, Shepherd beef Casserole, Beef Ribs with Horseradish Sauce

Pork Dish

Spicy Stir-Fried Pork, BBQ Chili Spareribs, Grilled Pork with Mojo, Korean Pork Spareribs

Fish Dish:

Sauteed Fish with Peca Shallor, Fish Provençale, Grilled Fish with Niçoise Vinaigrette, Steamed Fish with Ginger, Soy and Tofu Sauce, Breaded Fish with Caper Wine Sauce, Roasted Fish with Mushroom and Leeks

Chicken Dish:

Chicken ala King. Chicken with Water Chestnuts and Bamboo Shoots. Parmesan Chicken, Greek Chicken Kebab, Cornish Blackened Chicken, Green Curry Chicken, Chicken Teriyaki, Chicken Tandoori, Chicken Pastel

Vegan Dish:

Eggplant Parmigiana, Vegetable succotash, Vegetable Ratatouille. Sautéed Marble Potatoes, Spinach, and Potato Frittata, Kakiage Roasted Tomato Pasta, Seafood Marinara, Mac and Cheese, Carbonara, Spaghetti Amatriciana, Seafood Pesto

Carbs:

Steamed Rice, Rice Pilaf, Mashed Potatoes

6. Dessert (Choose two)

Strawberry and Vanilla Mousse. Petit Fours (Choose 4: Cream Puffs, Eclairs, Runnables, Lemon Bars, Turtlet Brownies. Chocolate Cake, Hollander, Apple Crumble, Sacher Torte, Flapjack Bark). Mixed Fruits with Rum, Assorted Crepes, Leche Flan, Mangu Tapioca. Buko Fruit Salad, Creme Brûlée

7. Drinks (Choose one)

Herbal Tea, Mango Juice, Pineapple Juice, Four Seasons. Blue Lemonade, Assorted Soda, Flaming Coffee, and Tea

Eight (8) Course Meal Menu Package

1. Cocktails (Past -around) (Choose three)

Mixed Crostini, Smoked Bangas in Basket. Canape Cold Cuts, Huguette, Finger Sandwiches, Sautéed in Mango Ball, Seafood Terrine

2. Salad (Choice of one)

Salad Bar with Three Dressings (Orange Vinaigrette, Balsamic Vinaigrette, Lime Mustard, Oriental, Caesar, Ranch Dressing. Oriental Salad, Caesar Salad Supreme

3. Appetizer (Choose one)

Fish Finger with Tartar or Honey Mustard Sauce, Fish Wrapped in Bacon, Mushroom Trio, Mushroom ala Pobre. Vegetable and Chicken Satay in Red Curry Sauce, Meatballs, Mixed

Crostini, Cold Cuts, Finger Sandwiches. Cold Beef with Jellied Horseradish, Cabbage Roll

4. Soup (Choose one)

Roasted Pumpkin Soup, Potato Broccoli Soup. Sopa de Ajo, New England Chowder, Potato, Mushroom Soup

5. Main Course (Choose one from each category)

Beef Dish:

Lengua Financiera, Beef Stroganoff. Roast Beef with Merlot Sauce, Braised Beef with Pepper and Onions Grilled Beef with Buttered Shallots, Gyu Nimiku Yaki, Filet Mignon with Shallot Sauce, Beef Ribs with Horseradish Sauce

Pork Dish

Spicy Stir-Fried Pork. BBQ Chili Spareribs, Grilled Pork with Mojo Aioli, Pork with Apple Cider Cream Sauce, Pork Sesame Bulgogi. Korean Pork Spareribs

Fish Dish:

Grilled Fish with Niçoise Vinaigrette, Steamed Fish with Ginger Soy and Tofu Sauce, Breaded Fish with Caper Wine Sauce, Roasted Fish with Mushroom and Onions. Shrimp with Gnocchi, Shrimp Thermidor

Chicken Dish:

Chicken ala King, Chicken with Water Chestnuts and Bamboo Shoots, Parmesan Chicken, Greek Chicken, Chicken Kofta, Blackened Chicken, Green Curry Chicken, Chicken Teriyaki, California Chicken Barbeque

Vegan Dish:

Eggplant Parmigiana, Vegetable Succotash, Vegetable Ratatouille Roasted Marble Potatoes, Vegetable Amandine, Vegetable au Gratin, Spinach, and Potato Frittata, Kakiage

Pasta:

Lasagna Napolitana, Roasted Tomato Pasta, Seafood Marinara, Sausage Ragout, Rigatoni with Meatballs, Mac, and Cheese Casserole, Spaghetti Amatriciana, Seafood Pesto

Carbs:

Steamed Rice, Rice Pilaf, Mashed Potatoes

6. Dessert (Choose one)

Mascarpone Cream, Mango Zabaglione. Strawberry and Vanilla Mousse, Petit Fours (Choose 4:Lemon Bar, Tartlets, Brownies, Chocolate Cake, Apple Crumble, Mixed Fruits with Rhum, Assorted Crepes Leche Flan,Mango Tapioca, Buko Fruit Salad,

7. Carving Station (Choose one)

Lechon, Lechon Macau, Lechon Kawali, Smoked, Glazed Ham

8. Drinks (Choose one)

Teed Tea Mango Juice, Pineapple Juice, Four Seasons, Blue Lemonade, Assorted Soda, Flowing Coffee and Ten

C. Financial Resources

A QOA Full-Service Events & Catering company is one that is independently owned and run. Caterers are frequently engaged for company and personal anniversaries, birthday parties, wedding receptions, corporate holiday celebrations, bars, and a variety of other occasions. The owner is the exclusive source of all financial resources. For a certain aspect in the firm, the owner contributes a minimum of P600,000 up to a maximum of P8000,000 in capital.

D. Tool

Competitive analysis was one of the tools we utilized to perform this feasibility study. Competitive analysis is investigating rivals to better understand their strengths and shortcomings, then comparing the findings to the company's own operations to enhance operations. It will enable it to discover more prospects for items or services that it can provide to clients. If it is unable to supply such items or services, it may lack the necessary resources. To supply such products and services, it can either acquire these resources or combine with competitors.