

## **Introduction**

Fresh Bites Catering is a family-owned and operated business that has been serving the community for over 20 years. We offer a wide variety of catering services, including buffets, plated dinners, and desserts.

## **Overview**

Fresh Bites Catering is a full-service catering company that specializes in providing delicious and healthy food for all occasions.

We offer a wide variety of menus to choose from, and we can customize our menus to meet your specific needs. We also offer a variety of catering services, including delivery, setup, and clean-up. Fresh Bites Catering is committed to providing our customers with the best possible service. We use only the freshest ingredients and we take pride in our food.

If you are looking for a catering company that can provide you with delicious, healthy, and affordable food, then Fresh Bites Catering is the perfect choice for you. We would be honored to cater your next event.

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## **Purpose**

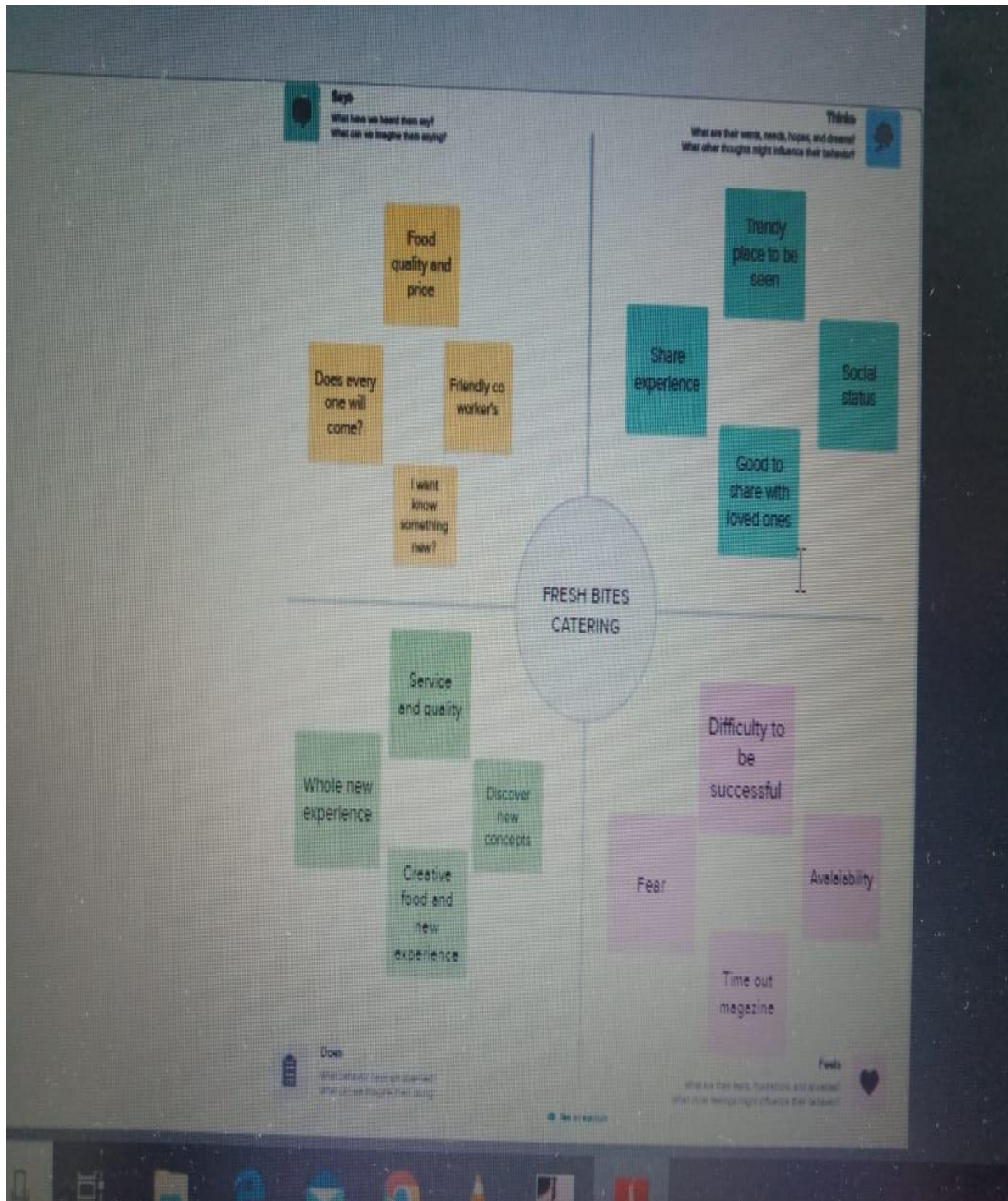
Fresh Bites Catering is a company that provides catering services for businesses and events. They offer a variety of menu options, including sandwiches, salads, wraps, and desserts. They also offer a variety of catering packages, so you can choose the one that best suits your needs. Fresh Bites Catering is committed to providing high-quality food and service.

They use fresh, local ingredients whenever possible, and their staff is experienced and professional. If you're looking for a catering company that can provide you with delicious food and excellent service, Fresh Bites Catering is a great option.

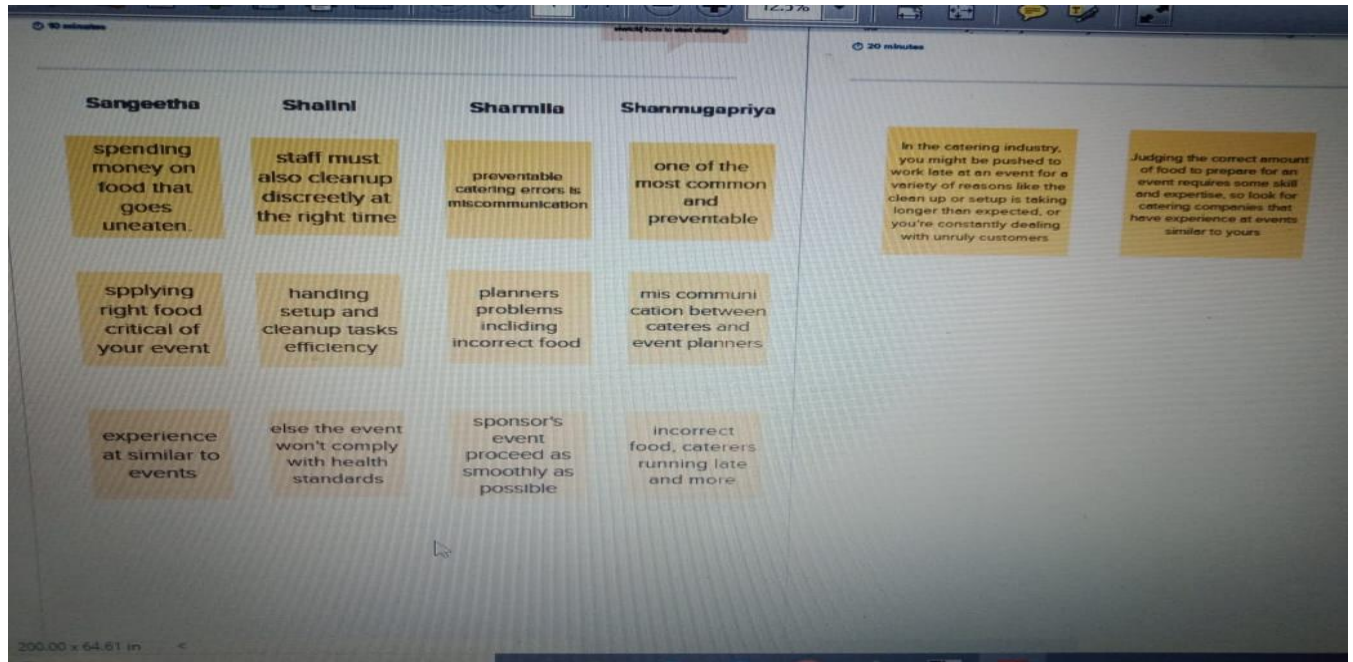
If you're looking for a catering company that can provide you with delicious food, excellent service, and a variety of menu options, Fresh Bites Catering is a great option.

## Problem Definition & Design Thinking

### Empathy Map



## Ideation & Brain storming Map



## Result

## Profit and loss a/c

Fresh Bites Catering		
Profit and Loss		
Basic Accrual		
From 01/10/2023 To 31/10/2023		
Account	Account Code	Total
Operating Income		
Sales		-2,00,000.00
Total for Operating Income		-2,00,000.00
Cost of Goods Sold		-2,00,000.00
Total for Cost of Goods Sold		0.00
Gross Profit		-2,00,000.00
Operating Expense		
Salaries and Employee Wages		-2,00,000.00
Total for Operating Expense		-2,00,000.00
Operating Profit		0.00
Non Operating Income		
Total for Non Operating Income		0.00
Non Operating Expense		
Total for Non Operating Expense		0.00
Net Profit/Loss		0.00

\*\*Amount is displayed in your base currency INR



## Balance Sheet

Fresh Bites Catering		
Balance Sheet		
Basic Accrual		
As of 30/10/2023		
Account	Account Code	Total
<b>Assets</b>		
<b>Current Assets</b>		
Cash		
Petty Cash		-5,900.00
Total for Cash		-5,900.00
<b>Other current assets</b>		
Advance Tax		-59,000.00
Input Tax Credits		0.00
Input CGST		4,950.00
Input SGST		4,950.00
Total for Input Tax Credits		9,900.00
Total for Other current assets		-49,100.00
Total for Current Assets		-55,000.00
Total for Assets		-55,000.00
<b>Liabilities &amp; Equities</b>		
<b>Equities</b>		
Current Year Earnings		-55,000.00
Total for Equities		-55,000.00
Total for Liabilities & Equities		-55,000.00

\*\*Amount is displayed in your base currency INR

## Advantages & Disadvantages

### Fresh Bites advantages of Fresh Bites Catering:

1. Fresh Bites Catering offers a wide variety of menu items to choose from, so you can find something to please everyone.
2. Fresh Bites Catering uses only the freshest ingredients, so you can be sure that your food will be delicious and healthy.
3. Fresh Bites Catering offers a variety of catering services, so you can find the perfect option for your event.
4. Fresh Bites Catering is committed to providing excellent customer service, so you can be sure that you will be happy with your experience.
5. Fresh Bites Catering is a reliable and affordable catering company, so you can be sure that you will get a great value for your money.

### Fresh Bites catering Disadvantages

1. Fresh Bites Catering is a popular catering company that offers a variety of food options for both corporate and private events. However, there are a few disadvantages to using Fresh Bites Catering.
2. First, Fresh Bites Catering can be expensive. The company charges a premium for its food and services, which can be out of reach for some businesses and individuals.
3. Second, Fresh Bites Catering is not always available. The company has a limited number of chefs and staff, which means that it may not be able to accommodate all requests.
4. Third, Fresh Bites Catering does not always offer the freshest ingredients. The company sources its ingredients from a variety of suppliers, and some of these suppliers may not be as reliable as others.
5. Fresh Bites Catering can be expensive. The company charges a premium for its food and services, which can be out of reach for some businesses and individuals. For example, a buffet for 100 people can cost upwards of \$2,000.
6. Fresh Bites Catering is not always available. The company has a limited number of chefs and staff, which means that it may not be able to accommodate all requests. For example, if you are planning a large event, you may need to book Fresh Bites Catering months in advance.

## **Application**

1. Fresh Bites Catering is a full-service catering company that specializes in providing delicious, healthy, and affordable meals for businesses and events.
2. We offer a wide variety of menu options to choose from, and we can customize our menus to meet your specific needs. We also offer a variety of catering services, including delivery, setup, and cleanup.
3. To apply for a catering job at Fresh Bites, please visit our website and fill out our online application. We will review your application and contact you if we are interested in scheduling an interview.
4. We are looking for experienced and qualified catering professionals who are passionate about food and customer service. If you are interested in joining our team, we encourage you to apply today.

## **Conclusion**

Fresh Bites Catering is a great option for those looking for a delicious and affordable catering service. They offer a wide variety of menu items to choose from, and their food is always fresh and flavorful. The staff is friendly and helpful, and they are always willing to accommodate special requests. Overall, Fresh Bites Catering is a great choice for any event, large or small.

Overall, Fresh Bites Catering is a great option for those looking for a delicious and affordable catering service. They offer a wide variety of menu items to choose from, and their food is always fresh and flavorful. The staff is friendly and helpful, and they are always willing to accommodate special requests. They don't offer as many vegetarian and vegan options as some other catering companies.



## **Future scope**

### Fresh bites catering future scope

1. The future scope of fresh bites catering is very bright. With the increasing demand for healthy and convenient food options, fresh bites catering is well-positioned to capitalize on this trend.
2. In addition, the company's focus on sustainability and social responsibility is also a major selling point for many consumers. As a result, I believe that fresh bites catering has the potential to become a major player in the catering industry in the years to come.
3. Here are some of the reasons why I believe that fresh bites catering has a bright future. The demand for healthy and convenient food options is increasing. Fresh bites catering is well-positioned to capitalize on this trend.

In conclusion, Fresh Bites Catering is a great option for those looking for a delicious and affordable catering service. They offer a wide variety of menu items to choose from, and their food is always fresh and flavorful. The staff is friendly and helpful, and they are always willing to accommodate special requests