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12/18/2021

ABC Caterers

12 Summer Street, Boston, M.A

Dear Elizabeth,

Thank you for reaching out to us regarding the website layout project. In this highly competitive market, it is critical to grab customers' attention with a visually appealing interactive website and keep the user engaged. The Customersaholic team is thrilled to have the opportunity to serve ABC Caterers with a business plan which will primarily focus on transforming the current website of ABC caterers into an interactive one. The main objective is to provide a good user interactive website for your firm and ensure it has an impact on your clients that they recommend it to their colleagues. The proposed idea has outlined ways to make your firm thrive and generate good income soon.

We believe your experience and attitude towards making it a considerable success will be the driving factor. With the right strategy implemented, every goal set seems attainable. The results of our work will be reflected in a few months, showing you the complete development of individuals as well as organization.

Enclosed is a copy of our proposal which contains a detailed plan of how the Customersaholic team is going to work on adding new features to your website. We are confident in our ability to develop a customized strategy that will improve the status of ABC Caterers. Please reach us at the given mail address for more information. We are glad to meet you for further discussion in accordance with your convenience.

Sincerely,

Team Customersaholic



## BUSINESS PROPOSAL CONFIDENTIAL

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# BUSINESS PROPOSAL

## **Mission Statement:**

“ABC Catering is always at one step closer to customer’s needs. We believe in a menu where every item makes your day memorable.”

## **Executive Summary:**

ABC Catering spends considerable time in top-of-the-line corporate business capacities like corporate appreciation meals, customer engaging, business meeting snacks and wine testing. ABC Catering is known for providing liberty to potential clients for menus and in addition to that, they are interested in offering entertainment options like a dance band, classical music quartet, a Mario Cultural group pets.

Being aware of demanding situations in this industry, this marketing strategy affords critical opposition and advertising techniques to permit the organization to gain its objectives.

With the purposed business methodologies, the organization is estimating increased revenues by 25% each year dependent on its current client base and new ones in the business and government sectors.

## **Business Goal:**

1. Provide catering services to high-end corporate business functions such as corporate appreciation dinners, client entertainment, business conference lunches, wine tastings, and so on.
2. Build a more interactive website which allows personalization of the menus by the clients by allowing ownership, changing menus and so on.
3. Provide entertainment services such as a dance band, a classical music quartet, a Maroi cultural group, etc. along with the food they serve.

### **Business Description:**

Customersaholic is an organization that provides expertise in website development and customer interaction through research and customer surveys. We use social media marketing techniques to help our clients improve their service and tweak said services if necessary. We can assist any business, whether new or old and of any size, and help them achieve their goals.

Our team will work meticulously to bring the goal of your company to make a more interactive website to fruition. The team will operate with various strategies which will be based on thorough research as well as direct customer feedback.

Our team has always had one goal, “Make the dreams come true for our clients.” To achieve this goal, we have built strong individual and team-based strategies which will be optimized for individual clients such as yourself. No strategies are ever the same for different companies.

At Customersaholic, our mission is to combine our strategies with the client’s business model to reach the target. We are determined and passionate about helping our clients reach their goals and that includes both established and emerging companies.

**Business goals of Customersaholic are:**

- Honest and open communication with the client.
- An attitude to solve every problem faced by the client.
- Meticulous research behind every strategy.
- Each strategy coincides with the client's business ideals.

**Proposed business plan:**

Due to the covid-19 pandemic and its implications, the catering industry took substantial damage during 2020. However, with the reduction in Covid cases, businesses and schools getting back to in-person, there is bound to be an uptick in the services required of catering businesses, especially ABC catering. Some of the proposed strategies to improve the overall service provided by ABC Catering are:

- Adaptable and lower costs
- Imaginative menus with a wide grouping of local and worldwide cuisine.
- Trained workers to guarantee quality service.
- Food products that are locally obtained.
- Creating galleries for customers, giving away stickers, shirts and sending them mementos like personalized cards for memorable occasions.
- Creating a budget calculator to create a sample menu and estimate the cost.
- Sharing, commenting, and liking other's pictures like how it happens in social media.
- Create a separate link called " Newsletters " where customers can subscribe using their e-mail and they can get updated on our public events like Christmas, New year, etc.
- Hosting a small party for most loyal customers.

These methodologies are expected to handle the difficulties in the business and simultaneously, catch development openings in the long haul.

## **SWOT analysis:**

### **Strength:**

- i. **Marketing Strategy:** ABC Catering Company offers dishes to suit various preferences and requests. It can even modify veggie lover or vegetarian suppers for customers who are non-meat eaters. It separates itself from existing players in the market by being imaginative in its menus and offering an assortment of nearby and worldwide food and drink while utilizing reasonable produce.
- ii. **Services:** Over the next few years, the organization might expand its items and administrations into other beneficial commitment like provider of blossoms, party or topics gear, or rental outfit for party occasions, including tables, seats, or even solid frameworks.

### **Weakness:**

**Economic Uncertainty:** vulnerability in Economic Development will keep on being a significant danger as the business' interest is powerless to variances in the economy. This can affect incredibly the organization's productivity.

### **Opportunity:**

**Target locations/ Demand:** The Catering business means to target corporate and government workplaces encompassing the Massachusetts region. The working-class city and rural occupants will likewise be the wellspring of interest for little and significant occasion catering.

Notwithstanding the serious monetary effect in the city, Massachusetts is the fifth richest state with 7.03 million occupants.

**Threat:**

**Price:** Since the food and services offered are customized, the pricing is likewise designed to be flexible and yet aggressive in the marketplace.

**Business model and Strategies:**

**1. Promotion/Advertisement:**

- a. Referrals:** The best and effective promotional tool for ABC Catering is the informal exchange from the current demographic of the entrepreneurs.
- b. Event planning:** The fruitful occasions coordinated in the past guarantee corporate leaders or individual party organizers of the business ability to give a significant festival, on-time conveyance, and the best nature of administration.
- c. Higher authority:** Company can partner with local mayors and businesspeople for promotion. Local newspapers and magazines can be a part of marketing schemes. Making use of major events like Christmas, Thanksgiving and New Year with big parties.
- d. Website marketing:** Collecting galleries for photos and sending them to respective parties, discount coupons, re-posting reviews of special clients.
- e. Employees:** Employees will be given shirts, masks, caps, and stickers with ABC Catering logo, which they can market by wearing shirts during duty, paste stickers to their cars etc.



## **2. Production:**

Delivering Quality customer service is a key role behind every business's success. High trained staff with a well-equipped manager will be a perfect duo for best quality service. The main reason behind this idea is that they can understand client's requirements in menu's perspective and manage event planning, decoration etc. Two drivers will always be this duo and part-time employees will be hired depending on demand and requirements. Once steady demand comes into the picture, additional capital can be invested.

## **3. Financial Analysis:**

Initial investment cost for ABC Catering company will be \$12k. This includes professional kitchen and cooking equipment. Business partners will have an equal share in investment. The accompanying business pointers show the sound liquidity, benefit, and influence position that the business is projecting over the course of the following five years.

## **Market Analysis**

Businesses can enhance revenue and leverage growth through catering, which accounts for a \$billion market. However, the business needs to be tapped through more than an expanded to-go menu. If a company wants to increase its off-premises dining offerings or if orders stagnate, they should increase off-premises dining

options they must think about and identify catering consumers, as well as how to approach them effectively.

### **1. Customer identification:**

To develop successful marketing strategies, you must have a comprehensive understanding of your target audience. Caterers cater to two different target audiences: business caterers and social caterers. Understanding how they differ is vital. Several B2B catering consumers work in office management, event planning, or sales management. Business meetings, training sessions, and other business gatherings require these clients to purchase food. Business conferences and staff meetings may be an opportunity for B2B catering. One-half of decision makers and three-quarters of medical sales professionals purchase it at least once a month, with an estimated average cost of \$17 per person. The most popular catering options for this demographic include box lunches, platters, and banquet caterers.

### **2. Social catering customer:**

The social catering industry, also known as business to consumer (B2C), provides catering services for family gatherings, special occasions, weddings, and other gatherings. A mere 50% of consumers are ordering food once or more a month, while B2B orders are significantly more frequent.

Tickets for social catering order events range in price from \$12 to \$18 per person, according to the type of event, with traditional gatherings being the most expensive. These clients prefer to serve hot, family-style meals over lay meals to encourage guests to engage and interact.

### **3. Using digital marketing to reach customers:**

Flyers, baskets, and signage on restaurant walls have long been used as promotional tools. Clients visiting our facilities, however, are the only ones who may make those attempts.

Connecting with new catering clients is made easier with digital marketing. Evok's VP of strategic development Stewart Hill says that digital advertising lets you target based on location and title. "This allows us to reach individuals responsible for commercial catering orders in our delivery region.

To create a digital marketing strategy that promotes sales, you need to be careful in planning, selecting channels, and optimizing every step of the way. Consider the following four options.

#### **4. Intelligent targeting:**

A truly effective campaign begins with targeted marketing, ensuring that the right people see your message. Thanks to targeted targeting tools, you can reach beyond basic demographics to reach individuals or organizations in your target. It would not be effective to send a postcard to a nearby business alone. In programmatic advertising campaigns, sophisticated audience and behavioral targeting allows marketers to automate media buying. When selecting where your catering ads should appear, you can also use hyper-relevant identities to improve your ads in real time, considering internet behavior and search activity. The advertiser and operator can target specific groups or jobs, such as health care administration and non-profit administration, to cater to corporate clients. If you have ever wondered how ad companies knew you were searching for something and wondered how they knew that programmatic buying is the solution. B2C customers can now use programmatic targeting. People's internet behavior can indicate when and if they are looking for

caterers. A clue might be to check local restaurants or caterers, or to research catering ideas.

## **5. Email Marketing:**

The return on investment for each dollar spent on email marketing is estimated at \$40, making it one of the most effective ways to connect with both existing and potential customers. "Warm" contact routes through email are most effective for reaching out to patrons who have expressed interest in your restaurant or who are frequent customers.

To reach an existing following of 10k or more, email marketing has advanced beyond weekly eblasts. To stand out in the inbox, restaurant owners must match their marketing to their customers. You can boost your corporate catering call to action's effectiveness by delivering the message to an audience which is likely to be interested in it. This is likely to be a college student who signed up for coupons. List segmentation and advertising technology have revolutionized email marketing, allowing recipients to count on brands for relevant and customized content.

## **6. Social Media Advertising:**

Social media advertising for restaurants has been successful in boosting sales, creating aesthetically appealing menu boards, and allowing customers to order online. Catering has the same potential profit as any other business.

As one of the most advanced advertising platforms on the market, Facebook has been hailed for its capabilities. Marketers can target truly relevant audiences by using layers upon layers of targeting options.

The following features are included:

- You can geo-target cities or areas near your location (s) with a high concentration of professionals.
- Integration with CRM or other customer relationship management system to retarget current customers.
- In addition to self-reported and relevant data including activity across platforms, hyper-targeting can be done using this data.

In addition to communicating with catering customers, social networking sites are ideal for social catering communications. Personalized messages are ideal. It is quite different from the catering needs of football fans in the middle of football season to those of office managers in downtown rising. Speak directly to their interests on Facebook so your marketing will succeed.

### **Competitor's Analysis:**

It states the analysis of similar firms and their management. This process identifies the strengths and weaknesses and the competitors' marketing strategies.

To know the strengths and the weaknesses of the firm.

- Recognize your target market.
- Recognize industry trends.
- Set goals for expansion.

There are many competitors in the market for ABC Catering. The primary contenders are of the internet-based stages that offer the food. This is one of the advantages that ABC catering has over their competitors. The competitors use expensive delivery methods such as doordash and Grubhub making the clients pay for the additional fee. However, ABC uses their own delivery service and for loyal

customers, that delivery fee is waived. This provides the client with more incentive to come back to ABC Catering as their caterers for their next event.

While their competitors only provide food services, ABC also provides entertainment along with their food for no added cost. Due to the relatively cheaper pricing compared to their competitors, it will not be a surprise when clients through word of mouth, speak well about ABC catering giving them a direct advantage over their competitors.

### **Risks involved:**

1. Profitability risks due to fluctuation of prices in food and specific recipes
2. Loss and Damage to equipment and utensils
3. Securing payment from client
4. Always Maintaining food safety
5. Reputation of handling customer's requirements

### **Conclusion:**

The main aim of this report is to provide comprehensive and detailed strategies to develop a more interactive website that provides the clients with more flexibility in decision-making. These decisions can range from the cuisine to the entertainment they would want at the event.

To complete this project, our firm will work tirelessly to develop upgrades to your current website by adding the above-mentioned strategies. In turn, this will be able to garner the interests of the clients and can also be a strong selling point that the businesspeople will remember and recommend to their friends.

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