

CHAPTER-1

FRESH BITES CATERING

INTRODUCTION

1.1 Overview:

Catering Sensation is a professional full service catering & event company. We are dedicated to innovative, environmentally-friendly, fresh, healthy and most of all, delicious flavours of the culinary world!

We launched our Fresh bites catering after two decades in the catering and event industry to bring you, our valued clients, the very best in catering services. Inspired by the late Executive Chef John Paul, the tradition of serving exceptional meals with great portions blended with a distinguished presentation, carries on today.

In this section we will find information regarding the people and culture of our company. If you want to know where we're located, our hours of business, or simply what makes us tick, just follow the provided links for more information.

It's extremely important to us that our clients know whom they're doing business with. Once you take the time to find out what we're all about, we're confident you'll like what you see.

1.2 PURPOSE OF FRESH BITES CATERING:

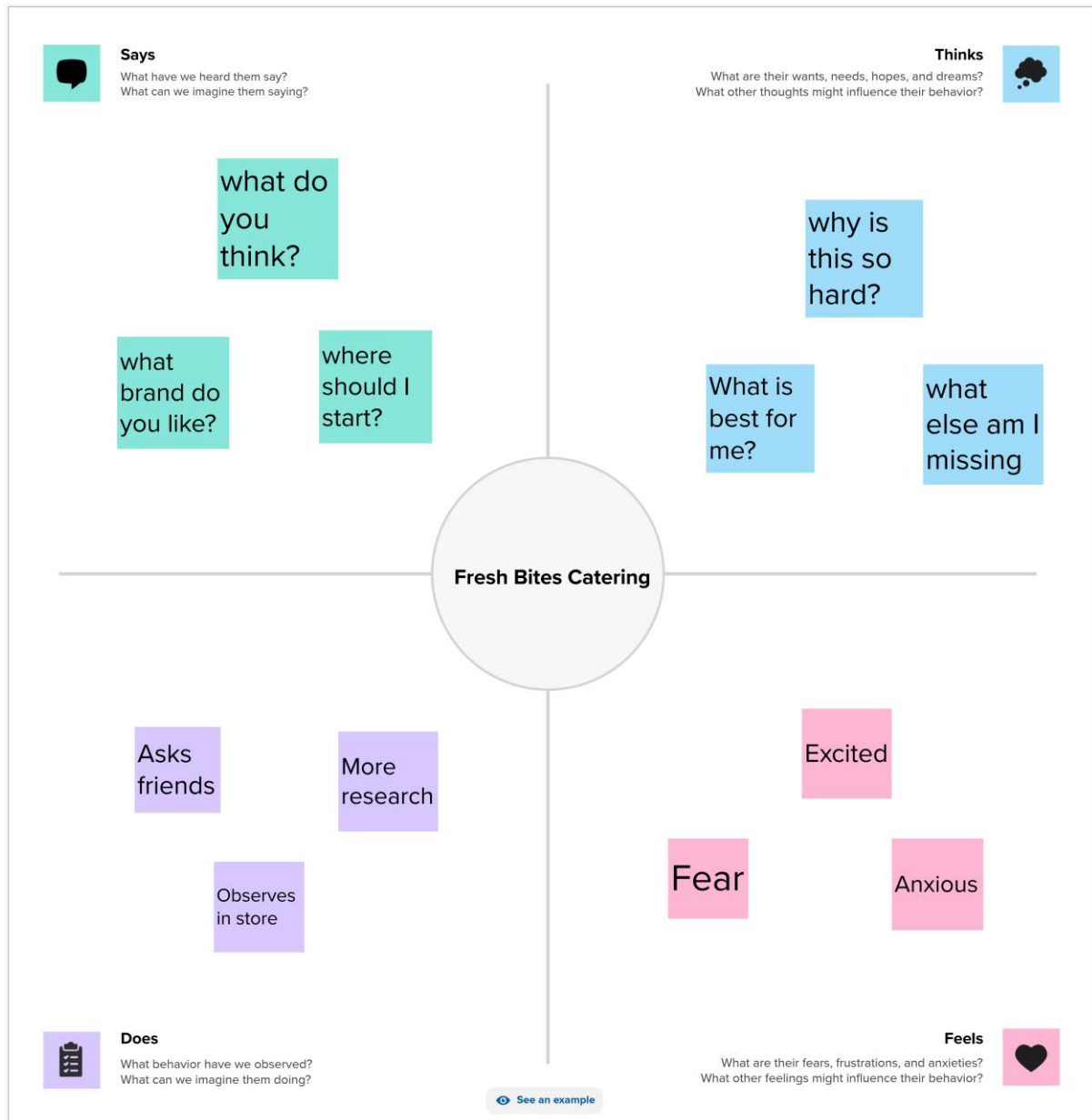
- ❖ It is a service that **delivers, cooks and/or serves food on site at a client's location.**
- ❖ Options can range from full-service to mobile or industrial caterers so that providing food to guests is as easy as possible on the host or client.
- ❖ Our Fresh Bites catering serves business customers such as event planners, office managers, administrators, sales professionals, etc. ...
- ❖ Services that cater/provide food service are also known as Catering Services. Catering can also be regarded as a service that **provides a pleasant change from home cooked food.**

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FRESH BITES CATERING

PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map:



2.2 IDEATION & BRAIN STORMING:

Brainstorm & Idea prioritization

Use the templates in your team brainstorming sessions to generate ideas, evaluate them, and prioritize them. The templates are designed to help you generate ideas, evaluate them, and prioritize them. The templates are designed to help you generate ideas, evaluate them, and prioritize them.

- 1. Generate ideas
- 2. Evaluate ideas
- 3. Prioritize ideas

Before you brainstorm

Before you brainstorm, it's important to set the stage for a successful session. This includes defining the problem, setting ground rules, and ensuring everyone is ready to participate.

1. Set ground rules
2. Define the problem
3. Set ground rules

Before you problem-solve

Before you problem-solve, it's important to define the problem clearly. This includes identifying the problem, understanding the context, and defining the goal.

1. Define the problem
2. Understand the context
3. Define the goal

Brainstorm

Brainstorming is a creative process that involves generating ideas. This can be done individually or in a group. The goal is to generate as many ideas as possible, without judgment.

1. Generate ideas
2. Evaluate ideas
3. Prioritize ideas

Group ideas

Group ideas are ideas that are generated by a group of people. This can be done in a variety of ways, including brainstorming, mind mapping, and dot voting.

1. Generate ideas
2. Evaluate ideas
3. Prioritize ideas

Prioritize

Prioritizing ideas is the process of ranking ideas based on their value. This can be done using a variety of methods, including dot voting, weighted scoring, and the Pareto principle.

After you brainstorm

After you brainstorm, it's important to evaluate the ideas. This includes identifying the best ideas, evaluating them, and prioritizing them.

1. Evaluate ideas
2. Prioritize ideas
3. Implement ideas

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FRESH BITES CATERING

RESULT:

Fresh Bites Catering	
Profit and Loss	
Basis: Accrual	
From 01/04/2023 To 31/03/2024	
+ Add Temporary Note	
ACCOUNT	TOTAL
Operating Income	
Sales	8,00,000.00
Total for Operating Income	8,00,000.00
Cost of Goods Sold	
Cost of Goods Sold	1,10,000.00
Materials	1,00,000.00
Total for Cost of Goods Sold	2,10,000.00
Gross Profit	5,90,000.00
Operating Expense	
Other Expenses	5,000.00
Rent Expense	50,000.00
Salaries and Employee Wages	2,00,000.00
Tax Paid Expense	19,500.00
Total for Operating Expense	2,74,500.00
Operating Profit	3,15,500.00
Non Operating Income	
Total for Non Operating Income	0.00
Non Operating Expense	
Total for Non Operating Expense	0.00
Net Profit/Loss	3,15,500.00

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ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	5,000.00
Total for Cash	5,000.00
Bank	
ICICI Bank-001	4,53,500.00
Total for Bank	4,53,500.00
Accounts Receivable	8,40,000.00
Other current assets	
Prepaid Expenses	2,17,500.00
Total for Other current assets	2,17,500.00
Total for Current Assets	15,16,000.00
Total for Assets	15,16,000.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Accounts Payable	2,20,500.00
Unearned Revenue	8,40,000.00
GST Payable	0.00
Output IGST	40,000.00
Total for GST Payable	40,000.00
Total for Current Liabilities	11,00,500.00
Total for Liabilities	11,00,500.00
Equities	
Owner's Equity	1,00,000.00
Current Year Earnings	3,15,500.00
Total for Equities	4,15,500.00
Total for Liabilities & Equities	15,16,000.00

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FRESH BITES CATERING

ADVANTAGES OF FRESH BITES CATERING:

- ❖ Fresh bites catering saves businesses time and effort by handling all aspects of food preparation, delivery, and setup.
- ❖ This allows employees to focus on their work without having to worry about arranging meals or leaving the premises for lunch.
- ❖ Fresh Bite Catering cater for schools, colleges and universities. We serve a wide selection of food and beverages, whilst keeping in mind the nutritional needs of students by offering a range of healthy meal plans.
- ❖ But we don't just serve any food – we also prioritize the nutritional needs of students.
- ❖ A Fresh Bites can be an excellent catering option for a variety of events, from birthday parties to corporate functions. Not only is it convenient and cost-effective, but it also offers a wide range of food options that will please everyone in attendance.

DISADVANTAGES OF FRESH BITES CATERING:

- ❖ The gross margins for your catering business are typically around 11%, which can make it more challenging to incur new expenses and maintain profitability.
- ❖ In the catering business, employee turnover is often high, which can be quite costly and time consuming for your business.
- ❖ Another downside to food processing is that it can create environmental problems. For example, animal waste from factory farming can pollute water supplies and generate.

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FRESH BITES CATERING

APPLICATIONS

CORPORATE & CONFERENCE CATERING

We offer conference and corporate catering services in Abu Dhabi, including staff breakfasts, boardroom meetings, team building lunches, and even all-day conference catering or training-day-style catering.

We also provide light servings like coffee and tea, sweets, wraps, rolls, sandwiches, hot food, and cold finger foods. Delight in our mouth-watering foods tailored to meet your need to stay energized and focused on conquering the challenging day ahead.

Educational Institute Catering

Fresh Bite Catering cater for schools, colleges and universities. We serve a wide selection of food and beverages, whilst keeping in mind the nutritional needs of students by offering a range of healthy meal plans.

But we don't just serve any food – we also prioritize the nutritional needs of students. That's why we offer a range of healthy meal plans that are specifically designed to meet the unique nutritional requirements of growing minds and bodies. Our meals are balanced, nourishing, and delicious, ensuring that students have the energy and nutrients they need to succeed in their studies.

Exhibition management services

We offer a range of buffet options to suit any occasion, as well as coffee breaks and kiosks to keep your guests energized and satisfied throughout the day.

Our team of experienced professionals will work with you to create a customized catering solution that meets the unique needs of your event. Whether you're hosting a corporate function, a wedding, or any other type of gathering, we have the skills and resources to provide a memorable and stress-free experience for you and your guests.

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FRESH BITES CATERING

CONCLUSION

Any foodie, even those with the most eclectic of tastes, would confess to an innate craving for home-made food. There is something quite unique about these delicacies that make them a class apart. From the absence of adulteration and unwanted additives to the extra attention with which they are prepared, there are countless reasons why such dishes are irresistible. Fresco bites, a newly launched eatery in the city, attempts to recreate the magic of home-cooked food through its array of indigenous dishes.

“The idea for Fresco bites struck me during one of my trips to the Europe a few years ago, in my previous career as a business consultant,” says Praveen Kumar Parambath.

The man behind the venture. “One common attribute I noticed among all restaurants in Europe was that the food served in a restaurant belonged specifically to the corresponding region. Yet European restaurants made sure that even an international customer like me enjoyed the dish, by providing a quite endearing culinary experience.

At Fresco bites we strive to bring about such an experience for foodies in the city, so that they can relish Kerala-style food prepared and served with international standards,”.

Our fundamental belief is we *offer food that is made fresh every day by professional chefs, who offer a real choice.*

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FRESH BITES CATERING

FUTURE SCOPE

- ✦ Preparing and storing food safely before and during events.
- ✦ Setting up all tables and food service areas with chairs, linens and dishes.
- ✦ Serving food to guests at events.
- ✦ Cleaning up and tearing down the dining area by removing all tableware, linens, garbage and furniture.
- ✦ One of the growing trends in increased catering profitability is the addition of individually packaged goods to supplement a catering menu that already features large-scale food options.
- ✦ Scope of Work means the description of Services and Deliverables specified in the Contract and as may be amended. Scope of Services or “Scope of Work” means the work to be performed by the Proposer or Consultant as described in Section 2.0 of this RFP, as amended thereto.
- ✦ Not only hotels and restaurants, food and beverage services are an important facet to all hospitality organizations like airlines, railways, corporate canteens, cruise liners and other allied industries. Candidates who wish to make a career in this field can pursue it both at undergraduate and postgraduate level.
- ✦ **The industry is witnessing a shift towards healthier and organic food products.** The move to healthier options is very visible in India.

