

Business Overview: Cravey Catering Management Services

Pain Point:

If today suddenly I got promoted and I want to throw a party for my relatives as well as my friends (considering 50 people) and if I want to give them house party so I have to contact nearest caterer. There are high chances he will charge me more depending upon the urgency and items of the menu. I will contact more caterer, some will charge more and some will directly say no as it takes more time, money and resources to prepare food for people.

Solution:

We will provide catering services through Cravey app where user can visit our app and search for the catering services available for the required date. If they want immediate service they can see which caterer is available and who can provide service at that time.

This will also help normal people also. They can book caterers through our app.

Benefit for booking from our app is that mostly some people have their caterers associated with them from long time but in case someone has not then they can search for best caterers just like we are showing best restaurants in our app. This will increase the visibility of underrated caterers and ease the customer requirements.

Like if customer want to check estimate for certain menu for certain number of people they can check the price and can book the caterer.

Listed Caterer has the ability to put their menu on our app, if customer is comfortable with the listed menu then it's okay but if customers wants to add/delete some items then we can provide user with the customisable menu option. (Contact for more info)

1. Company Introduction

Cravey, a leading food delivery and restaurant discovery platform in India, is expanding its services into a new venture: **Cravey Catering Management Services**. Leveraging its extensive network of restaurants and culinary experts, Cravey aims to provide end-to-end catering solutions tailored for corporate events, private parties, weddings, and social gatherings.

2. Vision & Mission

- **Vision:** To become the most trusted catering service provider, known for its quality, reliability, and extensive network of culinary partners.
- **Mission:** To deliver exceptional catering experiences by connecting customers with the best food providers and ensuring seamless event execution, enhancing every occasion with quality food and service.

3. Market Opportunity

The catering industry in India is growing rapidly, driven by increasing demand for professionally managed events and the evolving food preferences of a young, dynamic population. With the rise of corporate events, destination weddings, and private celebrations, there is a significant demand for reliable, high-quality catering services.

Market Size:

- The Indian catering market is expected to grow at a CAGR of over 10% in the next five years.
- Corporate events, weddings, and private parties make up the largest segments of the catering market.

Key Trends:

- **Increased Demand for Customization:** Clients seek bespoke menus tailored to specific dietary requirements and event themes.
- **Emphasis on Quality and Hygiene:** Post-COVID-19, there is a heightened focus on hygiene and food safety standards.
- **Sustainability:** An increasing number of clients prefer sustainable, eco-friendly catering options, including locally sourced and plant-based menus.

4. Target Market

- **Corporate Clients:** Companies looking to host office parties, business meetings, product launches, and annual gatherings.
- **Event Planners:** Professional event management companies in need of reliable catering partners for weddings, social events, and conferences.
- **Private Consumers:** Individuals hosting weddings, birthdays, family gatherings, and special occasions.

5. Service Offerings

Cravey Catering Management Services will provide a range of catering solutions tailored to different needs:

- **Corporate Catering:**
 - Business luncheons, conferences, office parties
 - Menu customization based on dietary preferences (vegetarian, vegan, gluten-free)
 - On-site kitchen setup for large events

- **Event Catering:**
 - Weddings, private parties, and social gatherings
 - Themed and customized menu options
 - Full-service catering, including wait staff, bartenders, and setup/cleanup
- **Specialty Services:**
 - **Live Counters:** Interactive live cooking stations (BBQ, pasta, chaat, sushi)
 - **Sustainable Catering:** Eco-friendly options, minimal plastic use, and locally sourced ingredients
 - **Dessert Stations:** Unique and customizable dessert offerings (ice cream, pastries, specialty cakes)

6. Unique Selling Points (USPs)

- **Extensive Restaurant Network:** Access to a vast network of partner restaurants and cloud kitchens, offering a wide variety of cuisines.
- **High-Quality Standards:** Adherence to strict food safety and hygiene protocols.
- **Customizable Packages:** Flexible catering packages tailored to meet client requirements and budget.
- **Tech-Enabled Experience:** Easy booking, order tracking, and feedback via the Cravey platform.

7. Business Model

The business model for Cravey Catering Management Services will be based on a commission and partnership approach:

- **Commission-Based Revenue:** Cravey will earn a commission from partner restaurants and catering providers for every order placed through its platform.
- **Subscription Packages for Partners:** Premium subscription plans for catering partners to get better visibility and access to exclusive events.
- **Service Fees:** A nominal service fee for end-to-end catering management, including logistics and staffing.

8. Marketing Strategy

- **Digital Marketing:** Promote services through targeted ads, social media, and influencer partnerships.
- **Partnerships:** Collaborate with event planners, venues, and corporate clients to offer exclusive deals.

- **Customer Loyalty Programs:** Offer discounts and special offers for repeat customers and large bookings.

9. Operations Strategy

- **Vendor Management:** Onboarding top-rated catering partners and restaurants with a proven track record in quality and service.
- **Quality Control:** Regular audits and checks to ensure food safety and high service standards.
- **Logistics:** Efficient delivery and setup with a dedicated team for large events, ensuring timely service.

10. Growth Potential and Future Roadmap

- **Expansion into New Markets:** Initially launching in major metro cities like Mumbai, Delhi, Bangalore, and then expanding to tier-2 and tier-3 cities.
- **Innovative Offerings:** Introduction of AI-powered menu customization tools and dietary preference tracking to enhance customer experience.
- **Sustainability Initiatives:** Launching eco-friendly catering packages to meet the growing demand for sustainable options.

11. Competitive Analysis

Key Competitors:

- Local event caterers and established catering companies
- Niche boutique catering services

Cravey's Competitive Edge:

- Strong brand recognition and trust
- Seamless integration with the existing Cravey app and customer base
- Wide range of culinary options through its extensive restaurant network

12. Financial Projections

- **Revenue Streams:** Commission from partner restaurants, service fees, and premium vendor subscriptions.
- **Expected Revenue:** Projected to achieve ₹100 crore in revenue within the first two years of operation.

- **Profit Margins:** Targeting a 20-25% profit margin by optimizing vendor commissions and reducing operational costs.

Conclusion

Cravey Catering Management Services is set to revolutionize the catering industry by offering a tech-enabled, reliable, and customizable catering solution. With a strong brand, extensive network, and a focus on customer satisfaction, Cravey aims to become a leader in the catering services market.