

# **PROJECT REPORT**

Fresh Bites Catering  
(Good and Beverage -  
Industry)

## **INTRODUCTION:**

Catering services encompass a wide range of offerings designed to provide food and beverage solutions for various events and occasions. Here's an overview of key aspects:

**Menu Planning and Customization:** Caterers work closely with clients to create menus tailored to the specific event. This can involve accommodating dietary restrictions and preferences.

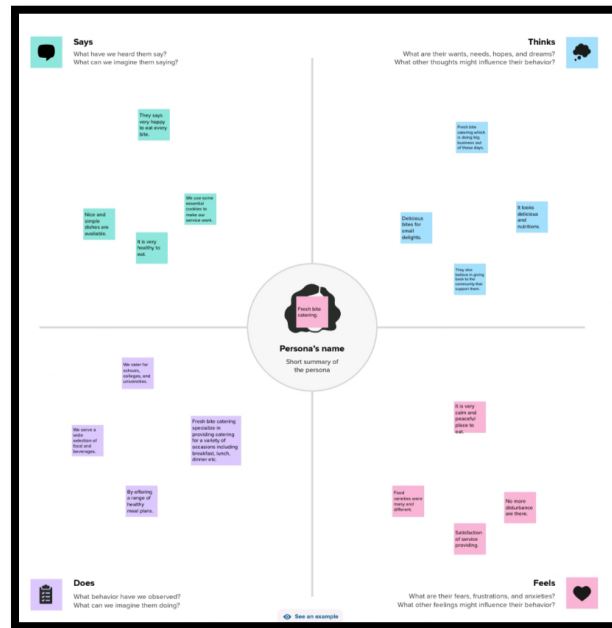
**Food Preparation:** Caterers are responsible for preparing, cooking, and often packaging the food. They ensure it's ready to be served at the event location.

**Service Staff:** Many catering services provide serving staff, including waiters, bartenders, and chefs. These professionals help with food service, bartending, and meal presentation.

**Event Planning:** Some catering companies offer event planning services, assisting clients with overall event design, menu selection, and logistics.

**Equipment Rental:** Caterers may provide equipment and rentals such as tables, chairs, linens, dinnerware, and more, depending on the event's needs.

**Delivery and Setup:** Catering services are responsible for transporting food to the event location, setting up the serving area, and ensuring everything is prepared for guests.



Screenshot of Empathy map

## BRAIN STROMING AND IDEA POLARIZATION:

Brain stroming and idea polarization is another method in zoho books to achieve a solution for a particular issue. This method is basic concept of thinking and get a solution by 4 steps. Every person thinking is diifferent so we gather the information and ideas for one particular problem and based on the every one idea find a solution as a group and prioritize the solution to get a solution for a particular problem.

## PROBLEM STATEMENT

- 1.Problem statement,
- 2.Brainstrom,
- 3.Group ideas,
- 4.Prioritize.



## BRAIN STROM

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

#### Person 1

If you look at it from a non-owner of this industry surely all the situations will seem like a problem.

Hiring competent staff is an issue in every industry.

#### Person 2

Increasing the brand awareness and demand is something every company worries for.

Every business has its own unique set of challenges, just as each has its own particular rewards.

#### Person 3

One challenge is determining how much food to prepare for a given no. of people. How many staff you need to do this.

What to do if someone goes a way for another venue's, there's always the risk of getting called out, in the case you need a contingency plan.

#### Person 4

In that a catering business requires skilled staff to you must look for specialist for each like one good in cakes, another good in South India food etc.

The long hour schedule you need to manage.

### 3

#### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**TIP**  
Add customer tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your team.

Social media platform such as Facebook, twitter and Instagram create opportunities to network online, create profile and start posting your catering business. Social media is the best for self promotion.

Continuously seek feedback from clients and use it to improve your service. Adopt to changing trends and preference in the catering industry.

Create a marketing strategy to reach your target market. This may involve building a social media presence, attending local event's, offering tasting and word-of-mouth referrals.

Create a comprehensive business plan outlining your catering concept, target market, pricing strategy and financial projections. This will serve as your roadmap.

Invest high quality kitchen equipment, catering supplies. This include cooking utensils, serving platters and transportation containing to keep food fresh during delivery.

## GROUP IDEA

### 4

#### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**TIP**  
Participants can use their current to point at where they want to go on the grid. The facilitator can confirm the need by using the lower priority building the key on the background.

## PRIORITIZE



## RESULT:

Zoho books are help to manage the healthcare accounting in cloud based. We can able to manage and maintain the record of billing and purchasing in health care area.

In that we can able manage

- Sales
- Purchase
- Billing
- E-way billing
- Accounting
- Bank
- GST filling

I done my project with certain datas from Health hub for medical clinic using zoho books

| Fresh bites catering<br>Profit and Loss |             |
|---|-------------|
| Basis: Accrual                          |             |
| From 01/04/2023 To 31/03/2024           |             |
| + Add Temporary Note                    |             |
| ACCOUNT                                 | TOTAL       |
| <b>Operating Income</b>                 |             |
| Sales                                   | 8,00,000.00 |
| <b>Total for Operating Income</b>       | 8,00,000.00 |
| <b>Cost of Goods Sold</b>               |             |
| Cost of Goods Sold                      | 1,10,000.00 |
| Materials                               | 1,00,000.00 |
| <b>Total for Cost of Goods Sold</b>     | 2,10,000.00 |
| <b>Gross Profit</b>                     | 5,90,000.00 |
| <b>Operating Expense</b>                |             |
| Rent Expense                            | 59,000.00   |
| Salaries and Employee Wages             | 4,00,000.00 |
| <b>Total for Operating Expense</b>      | 4,59,000.00 |
| <b>Operating Profit</b>                 | 1,31,000.00 |
| <b>Non Operating Income</b>             |             |
| <b>Total for Non Operating Income</b>   | 0.00        |
| <b>Non Operating Expense</b>            |             |
| <b>Total for Non Operating Expense</b>  | 0.00        |
| <b>Net Profit/Loss</b>                  | 1,31,000.00 |

### PROFIT AND LOSS

| Fresh bites catering<br>Balance Sheet       |              |
|---|--------------|
| Basis: Accrual                              |              |
| As of 15/10/2023                            |              |
| + Add Temporary Note                        |              |
| Collapse all Expand All                     |              |
| ACCOUNT                                     | TOTAL        |
| <b>Assets</b>                               |              |
| <b>Current Assets</b>                       |              |
| Cash  |              |
| Petty Cash                                  | 8,40,000.00  |
| <b>Total for Cash</b>                       | 8,40,000.00  |
| Bank  |              |
| ICIC Bank-001                               | 2,53,500.00  |
| <b>Total for Bank</b>                       | 2,53,500.00  |
| <b>Other current assets</b>                 |              |
| Prepaid Expenses                            | 2,17,500.00  |
| Input Tax Credits                           | 0.00         |
| Input CGST                                  | 3,750.00     |
| Input SGST                                  | 3,750.00     |
| <b>Total for Input Tax Credits</b>          | 7,500.00     |
| <b>Total for Other current assets</b>       | 2,25,000.00  |
| <b>Total for Current Assets</b>             | 13,18,500.00 |
| <b>Total for Assets</b>                     | 13,18,500.00 |
| <b>Liabilities &amp; Equities</b>           |              |
| <b>Liabilities</b>                          |              |
| <b>Current Liabilities</b>                  |              |
| Accounts Payable                            | 2,17,500.00  |
| Unearned Revenue                            | 8,40,000.00  |
| CGST Payable                                | 0.00         |
| Output CGST                                 | 20,000.00    |
| Output SGST                                 | 20,000.00    |
| <b>Total for GST Payable</b>                | 40,000.00    |
| <b>Total for Current Liabilities</b>        | 10,97,500.00 |
| <b>Total for Liabilities</b>                | 10,97,500.00 |
| <b>Equities</b>                             |              |
| Drawings                                    | -10,000.00   |
| Owner's Equity                              | 1,00,000.00  |
| Current Year Earnings                       | 1,31,000.00  |
| <b>Total for Equities</b>                   | 2,21,000.00  |
| <b>Total for Liabilities &amp; Equities</b> | 13,18,500.00 |

### BALANCE SHEET

## COMPLITION OF MY VIDEOS

**Finance and Accounting with Zoho Books**

mart  
internz

Finance and Accounting with Zoho Books

All lessons have been completed.  
You can review the materials at any point.

**New section**  
✓ 9 / 9 complete

|  |        |
|--|--------|
| ✓ Introduction                             | Review |
| ✓ Introduction & Setting                   | Review |
| ✓ Items Introduction (15:06)               | Review |
| ✓ Items Creation (24:39)                   | Review |
| ✓ Customers & Vendors introduction (28:01) | Review |
| ✓ Customers & Vendors creation 2 (23:08)   | Review |
| ✓ Banking & Ledger accounts                | Review |
| ✓ Purchase                                 | Review |
| ✓ Sales                                    | Review |

**100% COMPLETE**

Sai Keerthi

### CONCLUSION:

Through this we can learn many things

Mapping our ideas about problem to get clear definition about problem

Through brainstorming our ideas about problems through that idea we can find solution as group and prioritize the solution and solve the problem.

We can do the profit and loss for Fresh bites catering data.

We can do balance sheet for their data.

### APPENDIX:

Team id:- NM2023TMID24562

