

Catering Event Briefing Notes

Overview and Background

Every year, on the last Friday in January, our team organizes and celebrates the company's Intern Annual Event. This annual welcoming event is one of the top events of the year, an opportunity to introduce the interns to the rest of the employees, build teamwork, and show the company cares about every employee.

Our team will oversee the selection of the catering service for the event. This is key for the event to be successful, since having delicious food and drinks will help foster a good environment to enjoy time with others.

Considerations

For selecting the catering service, we have 3 key points to take into consideration:

1. Required criteria:
 - The budget is \$3,000
 - 200 people attending the event
 - Available on the last Friday in January
 - Include vegan and vegetarian options of food in the menu
 - Avoid shellfish food because we have people with shellfish allergy
 - Include transport of the food in the quotation
 - Taxes included in the total price
2. Criteria good to have:
 - Include setup of the food
 - Have expertise in this kind of events
 - Good ratings or reviews of the company
 - Offer a tasting for the menu
3. Research at least 2 different catering service companies and select one.

The companies that I have found were narrowed to the ones below:

- Peake Catering Event
- Zeina's Cuisine Catering
- Party People Catering co.

Recommendation

After a careful analysis (mentioned below) I recommend choosing *Zeina's Cuisine Catering*. The following key arguments were used to select the catering service:

- a. Zeina's Cuisine Catering offers us an excellent variety of menus with an excellent food quantity and quality for the price. The menu is adjusted to our food dietary and restrictions.
- b. The catering company also offers transportation, setup of the food and serving utensils included in the price and adjusted to our budget without paying any fee.
- c. And lastly, they also have excellent reviews, expertise and are open to give us a pre-tasting for the menu.

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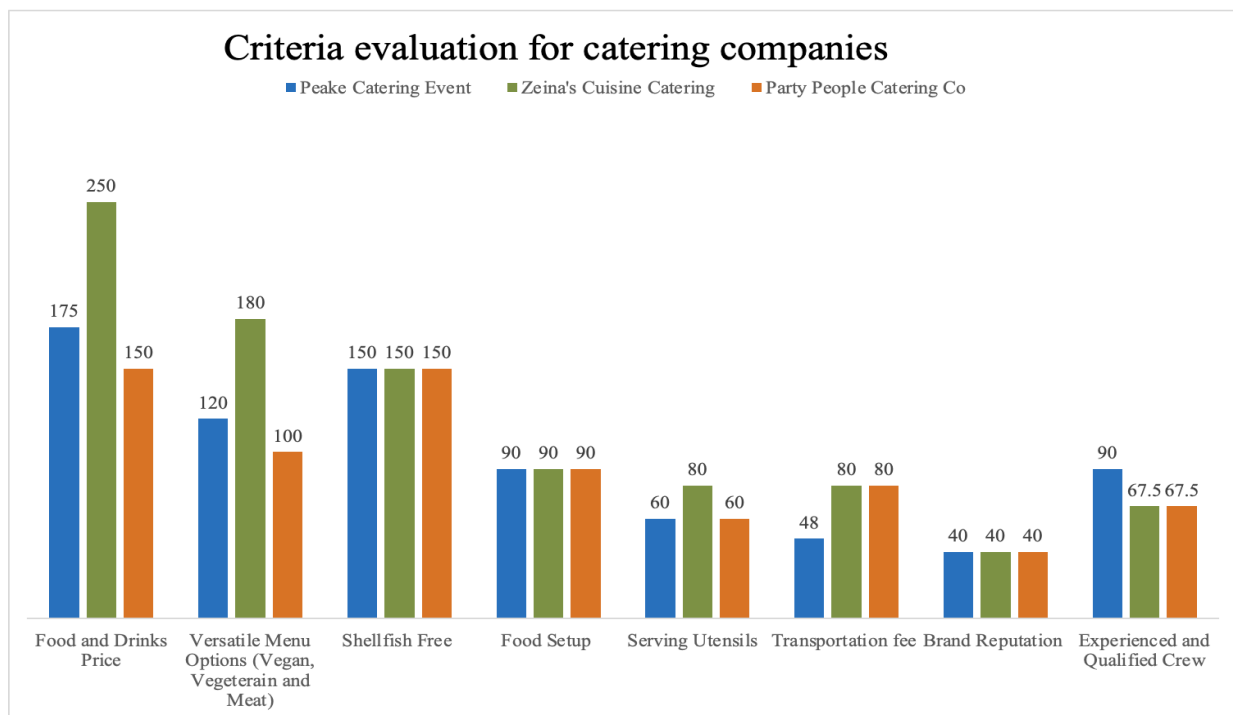
Selecting Analysis and Method

To select one of the 3 available options for the catering service, we used the Weighted Scoring Model. This method allowed us to find the best fit for our event, and score the selected criteria with a rating.

The quantitative method is shown below with the criteria and its rating:

Criteria	Weight	Peake Catering Event		Zeina's Cuisine Catering		Party People Catering Co	
		Rating	Weighted score	Rating	Weighted score	Rating	Weighted score
Food and Drinks Price	250	70%	175	100%	250	60%	150
Versatile Menu Options (Vegan, Vegetarian and Meat)	200	60%	120	90%	180	50%	100
Shellfish Free	150	100%	150	100%	150	100%	150
Food Setup	100	90%	90	90%	90	90%	90
Serving Utensils	80	75%	60	100%	80	100%	80
Transportation	80	60%	48	100%	80	100%	80
Brand Reputation	50	80%	40	80%	40	80%	40
Experienced and Qualified Crew	90	100%	90	75%	67.5	75%	67.5
Totals	1000		773		937.5		757.5

Rating: Excellent ★★★★★ (100%- 86%); Good ★★★★ (85%-71%); Satisfactory ★★★ (70%-56%); Mediocre ★★ (55%- 40%); Poor ★ (39%- 0%)



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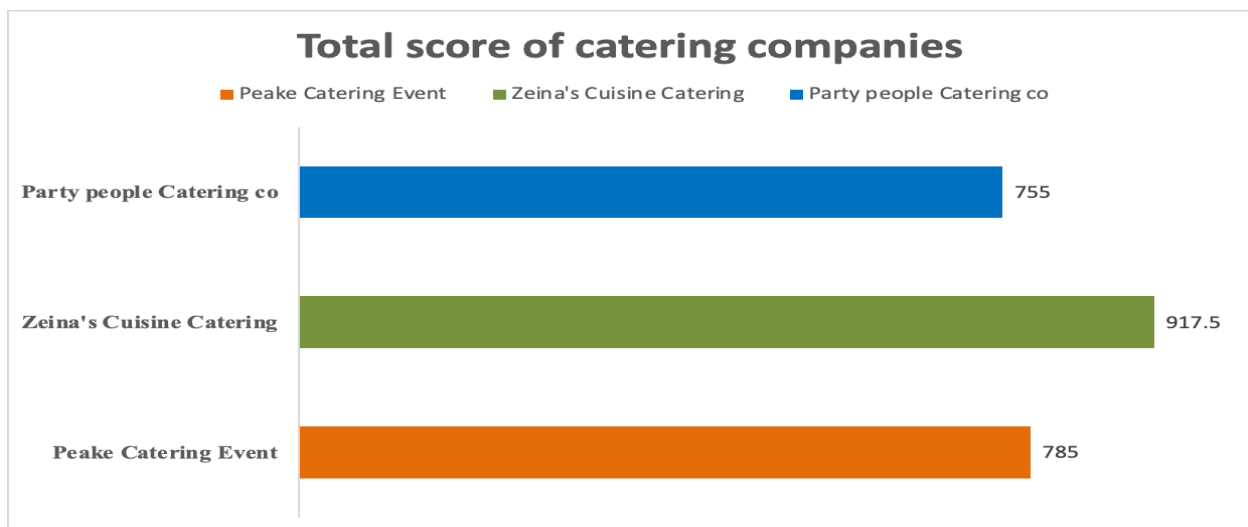
As the table above shows, criteria are weighed. The most important criteria are food and drinks price and versatile menu with the food dietary and restrictions. The others are weighed lower than the former ones.

All catering companies include food setup into the price and have good reviews. Peake Catering Events charge serving utensils and delivery or transportation, but they have more than 30 years of experience.

The best prices and versatile menu is definitely Zeina's Cuisine Catering, as we can see in the barplot graph above.

Thus, the companies were categorized and weighed as follows:

1. Zeina's Cuisine Catering as the first option with 937.5 points
2. Peake Catering Even is the second option with the 773 points
3. Party people Catering co is the last option with 757.5 points



It only remains to mention that all our catering service options were selected based on the quotations sent by them (as shown in attached documents) complying with our food restrictions and dietary requirements.

Next steps

If we select Zeina's Cuisine Catering as our catering service option for the event, we must work on the following steps:

- Confirm date, range of hours of the event, and send the location of the venue
- Schedule the tasting of the menu
- Pay them a 30% in advance for the reservation of the catering service