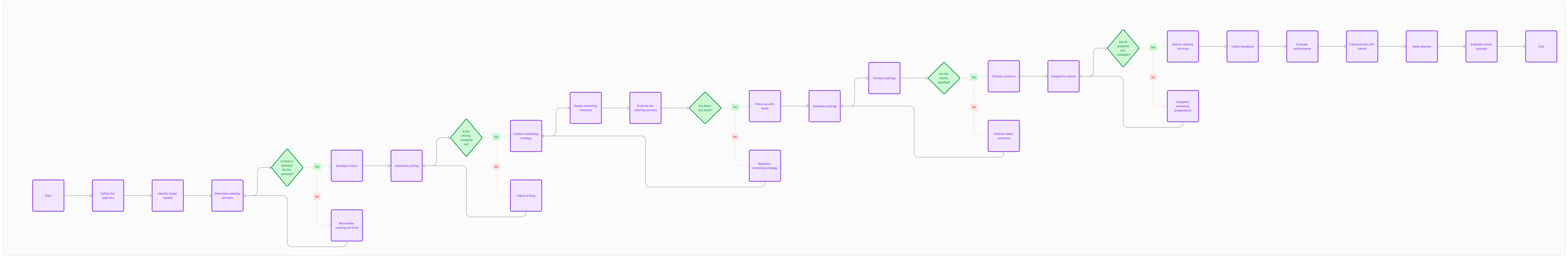
Flow chart


Start
Define the objective
Identify target market
Determine catering services
Is there a demand for the services?
Yes
No
Develop a menu
Reconsider catering services
Determine pricing
Is the pricing competitive?
Yes
No
Create a marketing strategy
Adjust pricing
Design marketing materials
Promote the catering services
Are there any leads?
Yes
No
Follow up with leads
Reassess marketing strategy
Schedule tastings
Conduct tastings
Are the clients satisfied?
Yes
No
Address client concerns
Finalize contracts
Prepare for events
Are all preparations complete?
Yes
No
Complete remaining preparations
Deliver catering services
Collect feedback
Evaluate performance
Communicate with clients
Seek referrals
Evaluate overall success
End