

BUSINESS PLAN

Tasty Dinners Personal Chef Service

Executive Summary

Tasty Dinners Personal Chef Service is a customized personal meal preparation service business dedicated to filling a void for busy active households who for whatever reason are unable to consistently produce a quality, healthy, nutritious evening meal for themselves or their family. Besides households with hectic schedules to manage, affluent seniors and individuals having restrictive diets are also likely candidates to embrace this type of beneficial service.

Chef Debbie Hanson, owner/operator of Tasty Dinners Personal Chef Service has a true passion for creating excellent meals and enjoys the satisfaction provided through her delicious meals. By providing each client with a 1 or 2 week supply of custom made, fresh dinner entrées, Tasty Dinners Personal Chef Service can operate in a profitable margin through the efficiency of time management while working within the desired time constraints set forth by Chef Debbie.

Tasty Dinners Personal Chef Service will work directly with each client to determine exactly what meals are to be made and what elements need to be avoided. On the scheduled service day and after receiving menu approval by the client, the grocery shopping is conducted to obtain the freshest and best quality foods available, then delivered to the residence where all food and equipment is unloaded and prep work begins. Each completed meal is carefully packaged, labeled and stored for later consumption. The majority of meals will be frozen so that their shelf life may be extended to as much as 3 weeks without deterioration of quality, visual appeal or flavor.

By conducting a service where multiple meals are generated on one cook day, time efficiency is maximized and the total cost of service and food product can be divided in a fashion where the per meal cost to the client is comparable to a local family restaurant, yet also offers more convenience, customization, quality, and safety. At a final per meal price of \$8-\$15 to the client, the service represents a true alternative and may help restore an eroding family dinner hour situation.

Tasty Dinners Personal Chef Service will operate in Redding, California with administrative tasks being conducted from the residential office, and all actual cooking done at the client's location.

Households who are not avid kitchen types themselves have few good options when it comes to the "What's For Dinner" question asked nightly. Restaurants, fast food, instant meals and take-out are among the few alternatives, with not all of these being deemed good or quality, putting convenience ahead of the end product. With 27% of the Redding, California households earning \$90,000 - \$200,000 annually, this provides an abundant pool of potential clients for this type service. These same households are likely to use other services for cleaning, yard/pool maintenance or pet grooming. Tasty Dinners Personal Chef Service will be visible through a three pronged marketing plan that is anticipated to get in front of at least 85% of target market households.

Tasty Dinners Personal Chef Service will operate with all applicable licenses, insurance and within all state and federal safe food handling regulations. A professional business image will be constantly maintained and client service will be paramount for this successful business venture.

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Business Description and Vision

Tasty Dinners Personal Chef Service is dedicated to assisting individuals and households within the Redding, California area to put nutritious, delicious meals on the table nightly with minimal effort and at a competitive price.

Tasty Dinners Personal Chef Service will exclusively offer dinner entrées and appropriate side dishes that meet the client's approval and are within the scope of what they prefer and desire. Customization is a huge factor in this type of service, as the customer always comes first and unlike a product or gadget, a meal needs to have superior qualities and benefits during each encounter or use.

In the United States there are approximately 6,000 working Personal Chef Services represented in every state and serving a wide demographic. Personal chefs prepare customized meals at the client's residence, using the freshest and best quality food products available. The client need not lift a finger, other than to retrieve the prepared meal, heat, and consume. The personal chef learns about the client likes and dislikes to arrive at a range of foods that they desire. Using the client's direct input, Tasty Dinners Personal Chef Service will create menus and obtain the client's approval. A service date will be scheduled, along with entry access instructions or codes. On the morning of the service, grocery shopping will be conducted and transported to the client location along with required cooking utensils, pots, pans and storage units. All agreed upon meals will be created labeled and properly stored with full instructions for the final heating by the client. Once the service is completed, Tasty Dinners Personal Chef Service will clean the kitchen to leave it as found, remove garbage and equipment, and secure the premises. A follow-up call or email will be placed within 3 days to make certain the meals created were of satisfaction, and a future service date will be arranged at that time.

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Marketing Definition

Tasty Dinners Personal Chef Service has evaluated the Redding, California area and has determined through US Censes and the Chamber of Commerce records that approximately 27% of the households fall within the \$90,000 - \$200,000 annual income range. For the busy, active household demographic, this is the income range most likely to utilize a Personal Chef Service, just as they are likely to use other customized services such as maids, lawn or pool care and pet care. Typically, these households will be made up of two working adults, who have schedules that conflict with the preparation and serving of a quality evening meal and to preserve the fading family dinner hour.

Tasty Dinners Personal Chef Service will also take measures to attract the large affluent senior population within Redding, CA. These individuals will not have the annual household income levels as the primary market, but do represent a large contingent having the disposable income to take advantage of this customized and personal service.

Tasty Dinners Personal Chef Service specializes in organic meal preparation, but is available to meet virtually any client request or cuisine request.

Since a Personal Chef Service provides quality meals at a competitive price, and grossly reduces the time each client spends in both grocery shopping and actual meal preparation, the client will realize direct tangible benefits to this unique service, in addition to the peace of mind about where their meal came from and who exactly prepared these meals.

Tasty Dinners Personal Chef Service

Description of Service

Tasty Dinners Personal Chef Service prepares customized, pre-approved dinner menus using the freshest ingredients available. A typical service will provide the client with 20 meals consisting of 5 unique entrées with 4 servings of each. Side dishes will be provided when the menu dictates the need or the client makes that request. Meals will be prepared at the client's residence, then packaged, labeled and stored for maximum shelf life and ease of retrieval. Each dish will include clear heating instructions, removing any guesswork. Side dish, wine pairing suggestions and other information the client may want can also be included to help make their meal an enjoyable and positive experience each and every time.

By creating 20 meals during one service and limiting the unique meals to 5 per service, Tasty Dinners Personal Chef Service can provide these meals at a price between \$8 and \$15 per meal, which is very competitive in the Redding, California service area. Options for Tasty Dinners Personal Chef Service clients would be family style restaurants along with the "dinner assembly" outlets. Neither of these two options provides the time savings of a Personal Chef Service, or the customization and quality.

Flexibility will be a signature trait of Tasty Dinners Personal Chef Service, allowing clients to have continued input in their menu selections and make special requests. Additional portions for guests can easily be accomplished with advance notice.

Only 4 other Personal Chef Services operate within the general area. A Personal Chef Service can have a completely filled service schedule with 10-12 regular repeat clients, suggesting the Redding, California market area could support more than 46 Personal Chef Services.

Tasty Dinners Personal Chef Service

Organization and Management

Tasty Dinners Personal Chef Service will be formed as an LLC, having one primary officer. A standard business license is required by the county; however, the service may be conducted in a county other than the county listed for the home office. No employees or contract labor is anticipated to conduct daily operations.

The Tasty Dinners Personal Chef Service will operate from a central residential home office having local zoning approval for this type of service oriented business. No additional commercial traffic or deliveries will be generated as a result of this business operation.

A typical home computer and printer technology will be sufficient to maintain client files, communicate with clients and keep records organized. Tasty Dinners Personal Chef Service will also have a cell phone so as to be available to clients and prospective clients as often as possible.

Tasty Dinners Personal Chef Service requires a complete set of cooking utensils, pots, pans, knives, cutting boards and equipment typical used in the process of cooking meals. This equipment will be owned by the LLC and replaced or upgraded as needed.

In the Redding, California area a service business such as a Personal Chef Service only requires a standard business license issued through the county. Because all actual prep and cooking is conducted at the client's residential location, no additional safety inspections, certificates, or insurance is required as would be for a commercial food outlet. While a food handler license is not required for a traditional Personal Chef Service, Tasty Dinners Personal Chef Service will conduct operations following all state mandated procedures concerning food handling, meal storage, safe food temperature ranges and worksite cleanliness.

Tasty Dinners Personal Chef Service, LLC will secure a general liability insurance policy with a one million dollar limit, covering both property damage and bodily injury that may occur during the actual service.

Any business has the potential for a less than satisfied customer, someone who wants a refund or a person who fails to hold up their end of an agreement. Tasty Dinners Personal Chef Service will have a written business policy list used as the foundation for resolution to unexpected situations. This business policy list will be made available through web site presence and will be contained within the client portfolio.

Chef Debbie Hanson will be owner/operator of Tasty Dinners Personal Chef Service. Chef Debbie has 12 years of commercial food service background with a specialty in Asian cuisine and low fat diets. Food and meal creations have been a passion since her teens. An Associate degree in hospitality was awarded from Hopkins University in Chicago, Illinois and Chef Debbie is a graduate of the Culinary Business Institute.

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Marketing and Sales Strategy

Tasty Dinners Personal Chef Service will utilize a three pronged approach for primary marketing and visibility. The Internet will be used both with a company web site and through the use of effectively placed low cost web ads on sites likely to be of interest to my main target market. In addition, Tasty Dinners Personal Chef Service will place print ads in the two local bi-weekly newspapers that are delivered to an estimated 76% of the households in the area. Finally, Tasty Dinners Personal Chef Service will provide consultation and field questions from shoppers at the Williams-Sonoma gourmet cookware outlet and at Whole Foods. The commercial exposure will present an opportunity to further explain what a personal chef is, the benefits available, and to hand out informational brochures, plus answer food related questions the customers have.

Tasty Dinners Personal Chef Service will offer a 10% discount for first time clients, a 15% one time service discount as a finders fee to an existing client who brings new business to the company, and Gift Cards or Gift Certificates will be available for purchase.

Local family style restaurants offer a simple comfort-food meal selection in the \$8-\$15 per meal price range. The “dinner assembly” outlets can reduce the per meal cost to between \$5 and \$10 depending on the foods selected, however this option still requires time of the client to both select and fuss with the pre-portioned meal assembly, then the actual cooking of this meal. With time being a valuable commodity afforded by Tasty Dinners Personal Chef Service, the direct benefits should be easy to convey, thus making the potential client aware of the uniqueness and benefits they will receive from this personalized service.

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Financial Management

Tasty Dinners Personal Chef Service will use QuickBooks accounting software to maintain an accurate set of financial books and journals. This software will allow Tasty Dinners Personal Chef Service to easily assemble the required quarterly self-employment submissions to both federal and state taxation departments.

Tasty Dinners Personal Chef Service will launch as a self-funded business, requiring no outside capital. \$2,350 is estimated to be the total expenditure to secure all licenses, insurance, initial promotional brochures, and Internet needs. Tasty Dinners Personal Chef Service will additionally have a \$700/month expense for ongoing office supplies, gasoline, and owner draw. As the Tasty Dinners Personal Chef Service expands to a full schedule, owner draw expense will increase, but will remain in a margin to show a positive cash flow each month. Tasty Dinners Personal Chef Service anticipates being profitable within 4 months of operation.

Once Tasty Dinners Personal Chef Service obtains a full schedule of clientele, the estimated value of Tasty Dinners Personal Chef Service, LLC will be \$23,000 if the business were to be sold to another party.

Tasty Dinners Personal Chef Service will conduct business using a separate savings and checking account. Initially Tasty Dinners Personal Chef Service will not accept credit cards, but if/when business dictates, a low cost processing partner will be secured to handle these transactions.