

BUSINESS PLAN

Kitchen Delights

Executive Summary

Kitchen Delights will operate as a sole proprietorship business with one primary owner/operator.

Kitchen Delights is a customized and personalized commercial kitchen business dedicated to filling a void for situations where a special event gathering and dinner party or luncheon is required on-site. This special service will provide direct and desired benefits to each client through hassle-free menu planning, quantity control and budget control assistance.

Kitchen Delights can provide a professional service at an affordable and competitive rate while extending far more direct benefits to the client than they would have through a conventional country club, fraternal club or rented banquet hall.

Chef Susan Smith, owner/operator of Kitchen Delights has a true passion for creating excellent meals and enjoys the satisfaction provided through her delicious meals. By providing each client with a wonderful selection of menus, Kitchen Delights can operate in a profitable margin through the efficiency of time management, with the versatility and flexibility afforded by a commercial kitchen environment

Kitchen Delights will work directly with each client to determine exactly what meals are to be prepared and what elements need to be avoided. We will make the ordered meals available for customer pick-up at our facility, or will make deliveries after coordination with the client.

By conducting a service where the menu planning and special needs are carefully evaluated, Kitchen Delights can maintain a profitable margin while delivering exceptional personalized service. Per meal pricing will range from \$8 to \$25 depending directly upon the complexity of menu selection, hard cost for food products and volume ordered.

Kitchen Delights will operate in Redding, California with administrative duties being conducted from a dedicated on-site commercial kitchen office.

Kitchen Delights will be visible through a three pronged marketing plan that is anticipated to get in front of at least 50% of the Redding, CA area households.

Kitchen Delights 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

Kitchen Delights is dedicated to assisting residents within the Redding, California area in need of food for a custom dining or group gathering event, and to provide this service at a competitive price with outstanding quality.

Kitchen Delights will offer personal chef service type options where busy households can order between 1 and 3 weeks' worth of customized, nutritious meals. We will also specialize in catered events, preparing the bulk of the meal in our facility, and completing the service at the event itself.

We will work directly with the client and listen to their needs and desires. From menu creation to service completion, Kitchen Delights will be a full service outlet allowing the client a stress-free event at an affordable price, completely tailored to their every wish.

Kitchen Delights will offer retail walk-in access with a staffed counter. Clients may pick-up an existing order, or may select from a wide variety of meals already created.

Kitchen Delights will make special events, unique occasions and custom meal requests desired by our clients a no-worries situation where we will handle and manage all aspects of the meal planning and final meal creation.

Kitchen Delights

Marketing Definition

Kitchen Delights 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. This income range suggests the ability to have disposable income and the probability of involvement with or in sponsoring event gatherings, dinner parties and receptions. These active households also may benefit from a Personal Chef Service where multiple meals are created ahead of time for later consumption.

Kitchen Delights will happily provide service for all types of events such as graduations, wedding rehearsal dinners, social club luncheons and birthday parties. In the Redding, CA area there are 14 listed commercial kitchens that are not associated with a dining facility, restaurant or other retail outlet. Market research reflects that each of these facilities has expanded their business revenue by more than 12% each of the past 4 years, and continues to add employees to meet growing demand.

Kitchen Delights will capitalize on this unique market need by providing outstanding, memorable service at a very competitive rate. When individuals who are in need of such a service compare their available options, Kitchen Delights will always be the best selection for a variety of reasons, and providing true value for their money spent.

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Description of Service

Kitchen Delights prepares customized menus using the freshest ingredients available. Each menu is tailored to the client needs and desires. Kitchen Delights will offer menu planning suggestions, nutritional advice and assist with quantity projections for larger gatherings. The service will provide the customer ease of planning along with the most affordable rates while providing the absolute best quality of food products and final meal creations.

Kitchen Delights will operate with a dedicated core staff to handle daily production, and will maintain a list of capable individuals available for casual labor to assist with larger events and meal production requests.

Kitchen delights will operate Monday through Saturday, with normal business hours on all days except for Saturday when our facility will not actively produce food, but will be available for 4 hours to receive retail clients.

If and when special equipment is requested by the client, Kitchen Delights will arrange rental and delivery.

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Organization and Management

Kitchen Delights will be operated as a sole proprietorship LLC, having one primary officer. A standard business license is required by the county. Two additional employees are anticipated for Kitchen Delights to conduct routine operations.

Kitchen Delights will conduct administrative actions and duties from the kitchen location, with dedicated office space for this activity. Zoned commercially, Kitchen Delights will be able to accept food purveyors and large refrigerated trucks to provide deliveries of raw food materials.

A typical home computer and printer technology will be sufficient to maintain client files, communicate with clients and keep records organized. Kitchen Delights will also have both a landline telephone and a cell phone so as to be available to clients and prospective clients as often as possible.

Kitchen Delights requires multiple, complete sets of cooking utensils, pots, pans, knives, cutting boards and equipment typically used in the process of cooking meals. This equipment will be owned by the company and replaced and/or upgraded as needed.

In the Redding, California area a service business such as Kitchen Delights requires a standard business license issued through the county in addition to a Board of Health license to receive, store and prepare food products for consumption.

A safe food handler license is required, and Kitchen Delights will insure each employee is current with their certification. At all times we will conduct operations following state mandated procedures concerning food handling, meal storage, safe food temperature ranges and worksite cleanliness.

Kitchen Delights will secure a general liability insurance policy with a one million dollar limit, covering both property damage and bodily injury that may occur during 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. Kitchen Delights will have a written business policy list used as the foundation for resolution to unexpected situations. This business policy list will be made available on our website.

Chef Susan Smith will be owner/operator of Kitchen Delights. Chef Susan 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 Susan received her culinary business education through the Culinary Business Institute.

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Marketing and Sales Strategy

Kitchen Delights 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, Kitchen Delights 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, Kitchen Delights 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 the ease and affordability of using our service, plus provides us the ability to fully explain all the wonderful options available to the person and/or household.

Kitchen Delights will offer Gift Certificates for purchase.

Local banquet halls, clubs and fraternal organizations rent dining hall space which mandate the use of kitchen and wait staff, often at substantial fees. Menu selections are limited and availability during peak and holiday seasons can be an obstacle. Kitchen Delights offers customized menu plans, no minimum group size, no minimum total event fee and with the event at the client's home or a pre-arranged venue, no conflicts are likely.

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Financial Management

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

Kitchen Delights will launch as a self-funded business, requiring no outside capital. \$6,500 is estimated to be the total expenditure to secure all licenses, insurance, initial promotional brochures and Internet needs. Kitchen Delights will additionally have a \$2,000/month expense for ongoing office supplies, maintenance and owner draw. As Kitchen Delights expands to a full schedule, owner draw expense will increase, but will remain in a margin to reflect a positive cash flow each month. Kitchen Delights anticipates being profitable within 2 months of operation.

Once Kitchen Delights obtains a full schedule of clientele, the estimated value of Kitchen Delights, LLC will be \$30,000 if the business were to be sold to another party.

Kitchen Delights will conduct business using a separate savings and checking account. Kitchen Delights will accept credit cards, making pre-paid Internet orders a possibility.