

# WEBINAR: How to Start a Catering Business



## Overview

Catering business is one of most popular food service business. Those who are into cooking are turning their passion into business opportunities to have an additional income. But like in any business, one should be knowledgeable on the factors that need to be considered in starting a catering business in order for it to become successful.

## Objective

- This webinar aims to give attendees knowledge on how to start a catering business. It will deal on the things needed in putting up a catering business with focus on the tools and equipment, menu creation, concept development, marketing, budgeting, pricing, and management.

## Who Should Participate

- Those who would like to start their own home-based catering business.
- Those who would like to put up a new food business.

## Key Topics

- I. What I need to know
  - a. You have to know what kind of catering business you would like to have?
  - b. How big will your catering business be?

- c. What kind of venues would you like to cater?
  - d. What can you offer?
  - e. What are the things you need to have?
  - f. Who do you need?

### II. Menu Planning and Creation

- a. Menu Planning
- b. Presentation
- c. Minimizing Cost of Menu

### III. Styles of Service and Types of Catering

- a. On-Site Catering
- b. Off Site Catering
- c. Online Catering

### IV. Room Set Ups

- a. Choosing the Room
- b. Colors
- c. Table Placement Affects Food Consumption
- d. Table Placement
- e. Utilities
- f. Space Requirements
- g. Types of Dining Tables
- h. Aisles
- i. Buffet Tables
- j. Buffet Table Considerations
- k. Standard Tables
- l. Chairs

### V. Catering Management

- a. Purchasing
- b. Storage
- c. Production
- d. Inventory

### VI. Catering Pricing and Budgeting

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## Duration

- 3 hours

## Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

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