

# Free Catering Business Plan Template for Drop-off Caterers

# HoneyCart

*The team at [HoneyCart](#), the catering order automation software company, used original ideas shared publicly on the web to develop and customize this free catering business plan template for drop-off caterers.*

*This template shows our recommended structure with a short explanation for each section a drop-off catering business plan should have.*

*For the step-by-step guide to creating your drop-off catering business plan, head over to this [detailed blog post guide](#).*

# Let's create a business plan for your drop-off catering business. What shall we call your business?

*Insert Business Name Here*

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# 1. Confidentiality Agreement

It's a good idea here to put some kind of confidentiality agreement between you and anyone that might read the plan. You don't want to leave yourself open to people divulging your great business idea to any old Tom, Dick, or Harry.

## 2. Executive Summary

The Executive Summary simply summarises the entire plan. Not everyone will have time to read every business plan they receive and will therefore use this summary to make a quick decision on whether they need to read all the fine details or not.

Highlight the key areas of each section here to give readers a quick overview of what to expect.

## 3. Business Focus

The business focus section details any aspect of how your catering business will be run, who will help set it up, and any aims & objectives you have.

### 3.1 – Mission Statement

This describes your overall objectives and aims as a business – *or* what you want to achieve and how you will achieve it. It's the kind of thing you have on the wall in the office to remind you every day why you're doing this.

[Check out this article](#) to learn how to write a mission statement

### 3.2 – Business Details

A short introduction to your catering business, the founders, business location, your services, and ethos. You can also put your **Legal Status** here too (e.g. Sole Trader, Partnership, Limited Liability Company).

### 3.3 – Professional Support

List the details of any professional support you have been receiving from an organization or individual.

### 3.4 – Founders

Short profiles of anyone involved in setting up your catering business. Think of these as an informal CV/Résumé that gives some background on anyone involved in starting your business and why you're starting a business.

### 3.5 – Team Members

This section details who will be involved in the operations of your business and what role they will have, e.g:

**Karen White – Chef**

*details about Elizabeth's role here...*

### 3.6 – Aims & Objectives

This section lists what you want to achieve with your business and how you will achieve it. You can split this into 3 sections

- **Short Term**
- Anything you want to achieve within the coming weeks and months (e.g. from now until 3 months).
- **Medium Term**
- Anything you want to achieve within the first year of operation. An example could be to target to generate \$1 million in revenue
- **Long Term**
- Anything you want to achieve in 1-5years.

## 4. Market Research

This section is all about researching your customers and competitors and evaluating your prospective business against them. You need to show if there are **customers** and **demand** for your catering services.

### 4.1 – Client Research

Here, you research where you'll find your clients and identify some problems they might have that your catering service could solve. It's also a good idea to try and identify your [ideal customer](#) based on your service and past experience.

### 4.2 – Competitor Profiling

As well as client research, you'll need to look into competitors in your local (and, if relevant, national) area. You can analyze your competitors' strengths, weaknesses, and pricing, then compare them against your business. This will help you identify our main competition in a similar price bracket to ourselves, but also larger companies that might be future competitors.

To do this research you might have to do a bit of digging. You can look at their websites for

publicly available information, social media profiles, and review sites.

### 4.3 – SWOT Analysis

The SWOT analysis is where you use your research to identify 4 things:

- **Strengths**
- What skills, knowledge, passion, and connections do you have that can benefit your business plan and how will you get the maximum out of them to help build your business.
- *Example: We are a partnership, so there are only two of us in the business that allows us to bring a personal and flexible approach to our business and clients.*
- **Weaknesses**
- What are the weaknesses of your business? It's best to be open and honest about these and then show how you plan to overcome them.
- *Example: We didn't have any previous experiences running a business, which could make us liable to making mistakes. We have tried to overcome this by seeking professional advice where we can, such as business support schemes.*
- **Opportunities**
- What opportunities are out there that you can exploit to establish your business.
- *Example: We've realized that most of our competitors are not using an online ordering system to manage their ordering process. Investing in a catering system gives us an edge over our competitors.*
- **Threats**
- What are the threats to your business plan and what methods will you use to protect your business against them?
- *Example: The catering industry is a very competitive industry with around 12,000 establishments. To stand out, we want to establish ourselves as a unique business, in our brand, our customer service, and food quality.*

## 5. Marketing Plan

The [marketing plan](#) is the section where you talk about how you will position and market your services including your USP, pricing policy, and sales strategy.

### 5.1 – Service

Here, go into detail about the services you plan to offer. It's important to include enough detail as some people who read the plan might not be experienced in your industry.

### 5.2 – Unique Selling Point

What makes you different from other companies in your sector and why will customers want to use your service? You can identify simple things that customers want – unique does not have to mean crazy and different. A lot of catering businesses fail their customers with simple

problems such as excellent customer service.

Using this as a guide to create a USP:

- **Our target audience**
- **The problem we solve**
- **Three benefits of our service**
- **What we will offer**

### 5.3 – Pricing Policy

In catering, there are typically two types of pricing methods used: tiered and fixed. As a caterer, you don't have to select one or the other. Using both can help increase your profits depending on the number of customers you are servicing.

Fixed pricing involves offering a fixed price per menu item. Tiered pricing is based on the guest count.

Sandy Korem, the owner of the Dallas-based catering company, The Festive Kitchen sheds more light on [how to price your catering services](#).

Here's a [pricing guide](#) for small catering businesses.

### 5.4 – Sales & Marketing Strategy

How are you going to market your catering services so that potential customers will know about them? Are you going to create any set offers that customers can purchase?

## 6. Financial Plan

This section is all about demonstrating your number-crunching wizardry.

Have you identified start-up costs to get the business off the ground and forecasted sales for the first two years or so? Investors will want to see your cash-flow forecasts and make sure your books balance. Ultimately, they'll be determining whether this is a financially viable business or not.

### 6.1 – Start-Up Costs

Illustrate your start-up costs here and demonstrate how you will finance them (you could refer to your cash flow for this). Startup costs can include:

- Equipment
- Software
- Stationary
- Marketing materials

## 6.2 – Sales Forecasts

Forecast sales for 1-2 years, or as many years as deemed necessary. This is difficult but has to be done. It helps to use your knowledge of past clients/experience and then apply this to prospective client projects.

Use your pricing calculations to calculate how many hours you have available in a week/month and how many projects you can fit within these hours. You could use your marketing strategy to illustrate when you expect to see a surge in sales or when you predict there might be a lull.

## 6.3 – Cash-flow Forecasts

Your cash flow is used to demonstrate your income and expenditure for each year, displayed on a month-by-month basis. **Income** can include sales, funding, loans, etc. and **Expenditure** shows your outgoings such as rent, stationary, and wages.

## 6.4 – Other Financials

There are other tables you can include in your financial plans such as a profit & loss account for each year and a balance sheet. **Profit & loss** is fairly self-explanatory and a **balance sheet** shows your assets and liabilities.

[Click here](#) to get a profit & loss and a balance sheet template by Xero.

# 7. Appendix

The appendix is where you put additional information that is referenced in the business plan. This could be things such as:

- Financial charts / graphics
- CV's / Resumes
- References
- Images of work
- Partnership Agreements