

The Professional Caterers Handbook

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Yoga Teacher's Handbook Catering Essentials Willing's Press Guide Volume one (two) of
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do you need a comprehensive book on how to plan start and operate a successful catering operation this is it an extensive detailed manual that shows you step by step how to set up operate and manage a financially successful catering business no component is left out of this encyclopedic new book explaining the risky but potentially highly rewarding business of catering whether your catering operation is on premise off premise mobile inside a hotel part of a restaurant or from your own home kitchen you will find this book very useful you will learn the fundamentals profitable menu planning successful kitchen management equipment layout and planning and food safety and haccp the employee and management chapters deal with how to hire and keep a qualified professional staff manage and train employees and report tips properly in accordance with the latest irs requirements the financial chapters focus on basic cost control systems accounting and bookkeeping procedures auditing successful budgeting and profit planning you ll also master public relations and publicity learn low cost internal marketing ideas and discover low and no cost ways to satisfy customers one section of the book is devoted to home based catering entrepreneurs with low startup costs and overhead a home based catering business can be an ideal do it yourself part or full time business another section is for restaurateurs that wish to add catering to their restaurant operation a successful restaurant s bottom line could be greatly enhanced by instituting catering functions in slow hours or down time for example many restaurants are closed on saturday afternoons so this would be an ideal time to create a profit by catering a wedding this book is also ideal for professionals in the catering industries as well as newcomers who may be looking for answers to cost containment and training issues there are literally hundreds of innovative ways demonstrated to streamline the companion cd rom is included with the print version of this book however is not available for download with the electronic version it may be obtained separately by

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this practical handbook presents an informative guide on starting up a catering business it is written by a food service professional who has been in the industry for more than 10 years the author shares knowledge and expertise in various fundamentals of creating a successful catering business further the author carefully emphasizes the importance of becoming an effective efficient and effectual caterer by including tips reminders and concrete solutions on certain issues and concerns in catering this handbook is a valuable resource material to all aspiring caterers and even professional caterers the guide notes are very simple and easy to follow important information have been highlighted for better understanding the handbook also has discussion questions to follow up comprehension and would further facilitate classroom interaction and learning generally this handbook is for everybody who wants to have a successful catering business

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