



High Caliber Catering  
High Quality Food & Service

**Business Plan**

**2018-19**

**Shickley High School**

**Nebraska Chapter**

**Regan Alfs**

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# 1.0 Executive Summary

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*High Caliber Catering* is a catering service that offers high class meals at affordable prices for all special occasions. From buffet style to plated meals, we want to be the premier caterer in South Central Nebraska serving events from 20 to 1,000 people.

A 3,000 square foot building located in Strang, Nebraska, will be the home of *High Caliber Catering*. Regan Alfs and Allison Collins will govern *High Caliber Catering* and will be accompanied by trained employees to serve the customer's needs. A Limited Liability Company fueled by hardworking individuals that know how to put customers first has been developed.

*High Caliber Catering* will inject new life into the catering market. There is a limited number of catering services available in the area. Allison provides a lot of catering expertise as she has numerous years of experience working under her father in the food industry. The target market will reach out to the local area residents and businesses. Special occasions such as: large corporate businesses, weddings, small private parties, family gatherings, and other special events will be launched. The customer segment will be effectively reached via the company website, Facebook, Instagram, Twitter, word-of-mouth, bridal/home shows, and farmer's markets.

Building key relationships with our surrounding communities and its corporate sector will allow us to show our expertise at feeding our customers where they live, work, and play. To reach these potential opportunities in our area, the following tactics will be implemented by Regan who is in charge of marketing: sample selling, social media, walk-in catering sales, delivery communication, upselling, rebooking reminders, referrals, and day after follow-up calls.

As trends and technology change, *High Caliber Catering* will adapt to the new changes. An App for *High Caliber Catering* may be downloaded by customers. This will allow them to know our exact arrival time of delivery and to help them avoid the stress of "Where's my order?" A catering software will be purchased to allow both owners to have instant access to dashboards and calendars for a quick overview, should someone contact them offsite. Another benefit that this software provides, is that the owners will receive automatic notifications when a customer fills out custom web information on our website. With this new technology, we are able to respond to every new lead.

To successfully launch *High Caliber Catering*, Regan and Allison will each contribute \$50,000. This capital investment will help facilitate the loan. A SBA 504 Loan for \$42,525 will be obtained from Heartland Bank. As the owners have banked with them since childhood, a good relationship with Heartland Bank in Shickley has been established. A quality used cargo van will be purchased to transport food and equipment to various events.

Prior to the grand opening on May 1, 2019, Regan and Allison will be busy overseeing the remodeling of the building. While construction is happening, Regan will be marketing and advertising to promote *High Caliber Catering*.

Analyzing the industry, *High Caliber Catering* has potential to be a thriving business by offering **High Quality Food & Service.**

## 2.0 Company Profile

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*High Caliber Catering* is a LLC based at 307 Main Street, Strang, Nebraska. We will offer high-class meals at affordable prices for all special occasions such as large corporate businesses, small private parties, weddings, and special events like family gatherings.

### 2.1 Legal Form of Business

*High Caliber Catering* will be a limited liability company (LLC) because of the benefits offered in a LLC. By operating as a LLC, our business combines benefits of a partnership, a sole proprietorship, and a corporation. The owners will eliminate the risk that would have otherwise been assumed personally by the partners, to the LLC while also seeking other advantages provided by LLC laws. A substantial advantage to having a LLC is that it will avoid the double taxation, not being taxed as a corporation and personally. Also, in the case of any unexpected liabilities brought onto the company, the two owners will not be held personally responsible for them.

*High Caliber Catering* will have their attorney create a LLC Operating Agreement. This will structure the financial and working relationships with co-owners and spell out how members will divide profits, make business decisions, and handle the exit and arrival of new owners. The operating agreement ensures that the business will operate by its own rules in these situations.

### 2.2 Effective Date of Business

Beginning on January 1, 2019, *High Caliber Catering* will begin the remodeling process of a purchased building that already includes sewer, water, and electricity to the facility. Remodeling will be completed for the owners to open for business on May 1, 2019. While construction is in progress, the owners will work diligently from home to promote *High Caliber Catering*. Marketing their business through flyers, signs, bridal shows, home shows, web sources, and meetings with large companies during this time will be essential. When the facility is completed, they will have events in place to cater.



### 2.3 Mission Statement

At *High Caliber Catering*, the success of your event is our most important priority. Our goal is to provide the surrounding communities with expertise in catering services. We truly believe that our customers are our highest priority, and we will strive to provide the best food and service experience for you and your event no matter how large or small. We want you to relax and enjoy your special occasion. It is our mission to combine creativity, passion, and professionalism while preparing the freshest foods with respect to the season, the mood, and the occasion. *High Caliber Catering* can cater the smallest party to the largest occasion.

### 2.4 Company Vision

*High Caliber Catering* will be among the best in providing catering services and event planning in our area. We also want to profit from our relationship with you, your events' success, your happiness, your guests' enjoyment, and your repeat and referral business.

## 2.5 Company Governance

Company owners Regan Alfs and Allison Collins will govern *High Caliber Catering*. Each owner holds different leadership roles within the company, but will equally contribute ideas and opinions for the progression of the company.



**Regan Alfs** holds a Master's Degree in Marketing and a Bachelor's Degree in Accounting from the University of Nebraska at Lincoln. Regan has had numerous experiences in the business sector. While at UNL she held an internship with Spreetail, where she was able to work in the marketing and finance departments. She has recently been employed at the Kobza-Otte Accounting Firm in York, Nebraska, for the last five years. Noticing the need for catering in the local area and wanting to have her own business, she is very excited to team up with her longtime high school friend Allison Collins and open a life-long dream catering business. Regan will specialize as the Marketing and Finance Manager at *High Caliber Catering* where she will be responsible for reaching out to customers (existing and potential as the business grows). She will also help in the kitchen and at catering events. With her expertise in the accounting firm, she will also be responsible for paying the bills and preparing financial statements required from Heartland Bank.

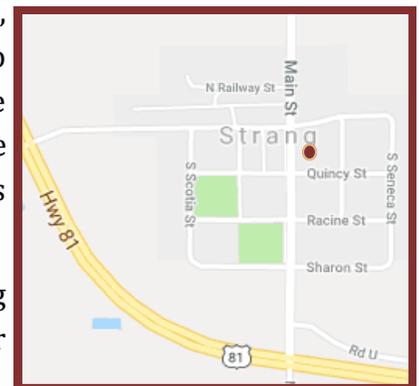


**Allison Collins** holds a Master's Degree in Food Safety/Defense and a Bachelor's Degree in Food Science from the University of Nebraska at Lincoln. Allison will utilize the skills she has developed through her education and the past five years working at her father's catering business in Lincoln, Nebraska. While working for her father, she had the opportunity to work in the kitchen preparing the meals, serving the customers, and eventually leading the onsite catering events. Over the last two years Allison has also been in charge of food ordering and preparation. Allison will be the Food/Nutrition Manager at *High Caliber Catering*. Her knowledge will be a very valuable asset to this company. These two ladies have been life-long friends who have always dreamed of working together.

## 2.6 Company Location

*High Caliber Catering* will be located at 307 Main Street in Strang, Nebraska. Our business is located in a village of 32 people and is known to be a "meeting" hub for many people who carpool different places because of its location. *High Caliber Catering* is just off the intersections of four-lane Highway 81 and Highway 74. This location was chosen as both owners have roots to this area, being born and raised in Strang.

A main advantage of this location is its accessibility. Location along Highway 81 makes it easy for our catering crew to access its destination or if anyone wants to pick up their order—we are easily accessible.



● = High Caliber Catering Business

## 2.7 Immediate Development Goals

In preparation of the May Grand Opening, the following goals have been established:

### Operating Goals:

- Meet with the Building Contractor on a weekly basis to ensure the project stays on task. Contractor is in charge of our turn-key business.
- Purchase all kitchen appliances and equipment according to the layout.
- Buy a catering delivery van.
- Establish a business relationship with vendors.
- Hiring two part-time workers that will be ready to begin on May 1, 2019.
- Order apparel for the catering staff.

### Accounting Goals:

- Opening of bank accounts.
- Purchase of Insurance for *High Caliber Catering*.
- Application for business license and permit.
- Application and obtaining tax payer's ID.
- Prepare our price list.
- Have 5 large events (250 people or more) on our books prior to Grand Opening.

### Marketing Goals:

- Create official website for the *High Caliber Catering*.
- Implement a marketing campaign: social media, print advertising, email marketing, and meeting with local businesses and schools.
- Reach out and develop a relationship with local Event Coordinators and Event Centers.
- Attend Bridal Shows, Home Shows, and Farm Shows to promote our business.
- Compile a list of detailed menus.

## 2.8 Overview of Company's Financial Status

Heartland Bank formally known as Geneva State Bank opened its doors in 1889. With this history of lending money for small businesses and previous banking experience with them, Heartland Bank was our "go to" choice. Speaking with Shickley Branch President Kevin Parde, Regan and Allison inquired what type of loan would be best for *High Caliber Catering*.

After looking at various options, we chose the SBA (Small Business Association) 504 Loan. With this loan we could finance 90% of our borrowing for as little as 5% interest for up to 15 years. The information Mr. Parde provided gave *High Caliber Catering* comfort in choosing Heartland Bank as our banking partner.

For the company's startup, each of the individual owners will invest \$50,000. These investments, in addition to a Heartland Bank loan of \$42,525 will give *High Caliber Catering* a \$142,525 start-up cost. A semi-annual principal payment of \$2,126.25 will be each year in April and November. The Heartland Bank loan will be taken at a 7.5% interest rate across 10 years, with interest due monthly.

## 3.0 Industry Analysis

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*High Caliber Catering* will serve Fillmore County and its surrounding counties as there is a limited number of catering services. We will not only serve our customers, but also make connections with them while providing high quality food and service.

### 3.1 Description of Industry

**Size:** In the United States of America alone, there are well over 10,000 registered catering businesses that employ about 150,000 people (both contract and full-time employees), and most of them are thriving pretty well in the business.

The catering business is considered to be a delicate industry, because they are involved in cooking food for consumption for a large number of guests per time. The United States of America's Catering Industry generates well over 12 billion dollars annually through events such as: weddings, holiday parties, corporate functions, funerals, and birthday parties amongst others, and the figure is still on the increase. There is ample room for any entrepreneur who is interested in running a catering business in the United States of America to start in any capacity and still maximize profits in the business. You can start by catering for as little as 20 people or you can start your catering business by catering for a large crowd.

**Growth Rates:** Over the past five years, the caterers in the US industry have grown by 1.8% to reach revenue of \$12 billion in 2018. In the same time frame, the number of businesses have grown by 3.5% and the number of employees have grown by 3.3%. In terms of annual gross sales, many businesses are reporting an increase in revenue. Of caterers, 57% reported corporate catering as their largest area of growth. Weddings came in second at a 24% growth. Many caterers have also added some diversity to their business, using the following unique ideas to generate extra revenue.



**Nature of Competition:** A little competition in this business can be “healthy” for all owners involved. Your competition is just like you—they worked hard to get where they are and we will need to respect their success. Keeping customers focused on our services will make a stronger impression than focusing on the negative points of our competitors. It can be very easy to copy your competition, but it is essential that we have our own ideas, personal touches, passion, and history. We are confident in our business and believe in our products. We don't want to be as good as our competition, we want to be better.

**History:** In America, the catering industry started booming after the war when companies who had previously made food supplies for World War II needed something to do. As people became wealthier and the economy grew, caterers found that there was a demand for their services, which had previously been reserved for the wealthy.

The modern improvement of transportation, technical innovations, population increase, and sudden rise in the trade of travel and tourism has resulted in an increasing rise in popularity and a major factor in our current economy.

## 3.2 Trends and Strategic Opportunities

As the economy changes, there always seems to be a need for catering. Birthday parties, business luncheons, meetings, wedding receptions, and other events have reached out for caterers to provide food service for their special events. The demand for catering has increased over the years as many family's find themselves with two working parents and a busy schedule, as well as many lack the ability to serve large crowds. As more businesses, charities, and event organizers host more events, the need for catering is on the rise and sales are expected to increase. Utilizing the latest event catering trends is a must, as a meal isn't just a meal. It is an opportunity to make connections and bring people together. Having a diversified menu gives our business more opportunities to reach out and exceed the standards of our customers and potential customers. A test *High Caliber Catering* takes into consideration is "Would I share this on social media?" Often times in today's society, people like to share their experience when eating at a new restaurant or what they get served at a large gathering. When thinking about this test, we ask ourselves, "Would I be proud to share this on social media?" If the answer is yes, we feel like we will have great experiences with our customers. If we wouldn't share a picture of our own food, we know we have to change what we see and rethink the way our dish is plated. The trends are for people to use our affordable, professional services. This is why we have chosen our slogan to be "*High Quality Food and Service.*"

## 4.0 Target Market

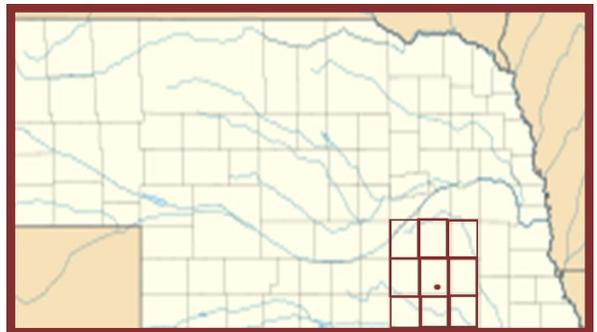
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Since the demand for a professional catering service in the area substantially exceeds the local supply, *High Caliber Catering* service will market its services to the local area residents and businesses. The customer segment will be effectively reached via the company website, Facebook, Instagram, Twitter, word-of-mouth, bridal/home shows, and farmer's markets.

### 4.1 Target Market Defined

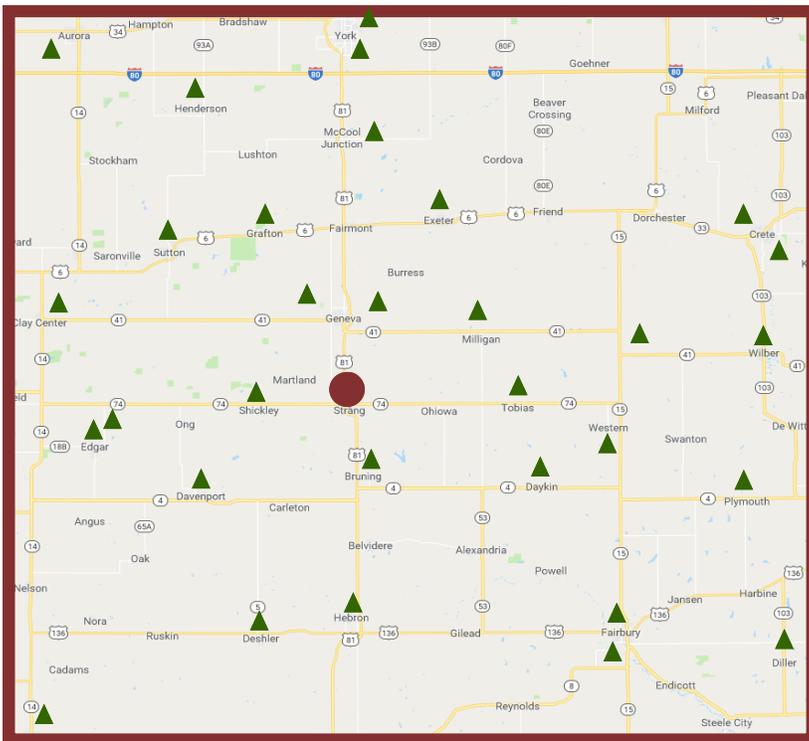
**Size:** Having the ideal location is a key aspect when starting up a business. We feel that we have chosen a prime location as we are surrounded by approximately 31 event/community centers that are rented out for parties and gatherings in our 60 mile radius. The need to celebrate and call for a party will always arise, and it is not restricted to only a group of people or organizations. In the map pictured, we have included an approximate 60 mile radius with the counties we intend to serve. However, we will not limit our services to just this area if the opportunity should arise.

At *High Caliber Catering*, we intend to serve all available clients. In order to efficiently make plans and take actions towards meeting our sales and marketing goals, we have decided to narrow down our main targets.



● = High Caliber Catering Business

## Community Centers in our Target Market



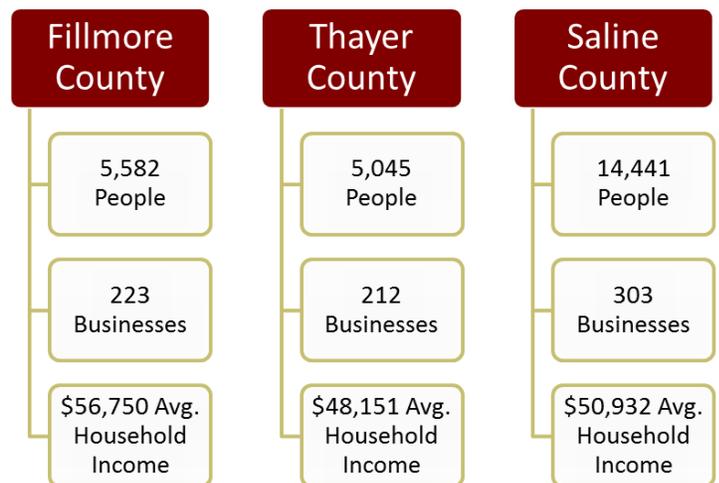
▲ = Community Centers     ● = High Caliber Catering

**Growth Potential:** Knowing that there are limited catering services in our area, we strategically researched and found that there are over 31 community/event centers in our target area. After speaking with managers of multiple local event centers, they have raised concern over the lack of catering services provided for their events. The chart to the left only shows indoor catering opportunities for large events and company meetings. There is also the potential of meals being served at business luncheons at company locations, churches for funerals, school gymnasiums, hospital meetings, and charity events. Other opportunities include birthday parties at local households, company picnics in the park, town celebrations, and county fairs.

**Needs:** In today’s society, many find the convenience of cooking meals from “a box” and don’t get the pleasure of homemade cooking. As the generation of individuals that know how to cook meals from scratch and take the time to do so is getting older, *High Caliber Catering* will be able to fill these roles by providing meals at funerals, charity events, and large family gatherings. In our target market area, there is less than a handful of caterers, so we feel there is great potential to succeed.

### 4.2 Effective Analysis of Market Potential

*High Caliber Catering* looked at some adjacent counties and their statistics. The numbers that were important in our research included the population of the county, the number of businesses, and the average household income. These stats showed us that there is a great potential market for our business. According to the U.S. Census of 2017, the average household income is \$56,675 in Nebraska. This reassures our decision of our location and target market as these counties are maintaining average household income status.



## 5.0 Competition

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*High Caliber Catering* will provide a catering service to all people in the surrounding areas of Strang, Nebraska (approximately 60 mile radius). We offer quality food at an affordable price—24 hours a day, 7 days a week, and 365 days a year.

### 5.1 Key Competitors Identified and Strengths/Weaknesses

#### Chances R — York, Nebraska



##### *Strengths:*

- Reputable family owned restaurant since 1957.
- Have maintained an image of high-quality products, giving customers confidence in how their food will taste.
- Located along Interstate 80—Chance’s R numerous frequents the town of Lincoln to cater.

##### *Weaknesses:*

- Chances R charges relatively high prices for premium entrées, making this business less attractive to some customers.
- Long-time head chef resigned and opened up his own nearby business.
- Menu plans are limited.

#### Kerry’s Restaurant & Catering — McCool, Nebraska



##### *Strengths:*

- Kerry, the owner, was a former chef at Chance’s R and brought his experience and expertise to a new business.
- Experience in catering large events.

##### *Weaknesses:*

- Customers know what to expect from Kerry’s and that prevents them from being unique.
- The catering menu is very similar to Chance’s R and so are their prices.
- Poor flexibility in menu choices.

### 5.2 Potential Future Competitors

*High Caliber Catering* will be cautious of future competitors who try to attract our customers by giving individual attention to assure each customer is satisfied. When allowable, our event manager will personally thank the customer prior to leaving the facility. A personal hand written thank you the following day will also be a signature of *High Caliber Catering*. In today’s technological society, these personal touches seem to go array. Our customers can be assured that we will offer “extra” services. The presentation of food will be top notch, along with our smiling, friendly staff. The presentation of the food will also coordinate with the theme of the event. At this time we are not aware of any new catering businesses starting in our area, but we will be continuously taking care of our current customers along with new ones.

### 5.3 Barriers for New Competitors

At *High Caliber Catering* we will remain loyal to our customers, listen, and respond to feedback. We will maintain superior service by encouraging our help to be appropriately dressed and use proper manners. Our catering equipment and van will be kept clean inside and out, along with our business site. We will offer convenient business hours and will meet with clients by appointment. No set store hours will be offered because we may be gone catering an event. Our goal is to be the premier catering service in south central Nebraska. By making customer satisfaction a priority over time, local customers will come to appreciate the attention that *High Caliber Catering* gives to each event and will voice to other people the service that we offer.

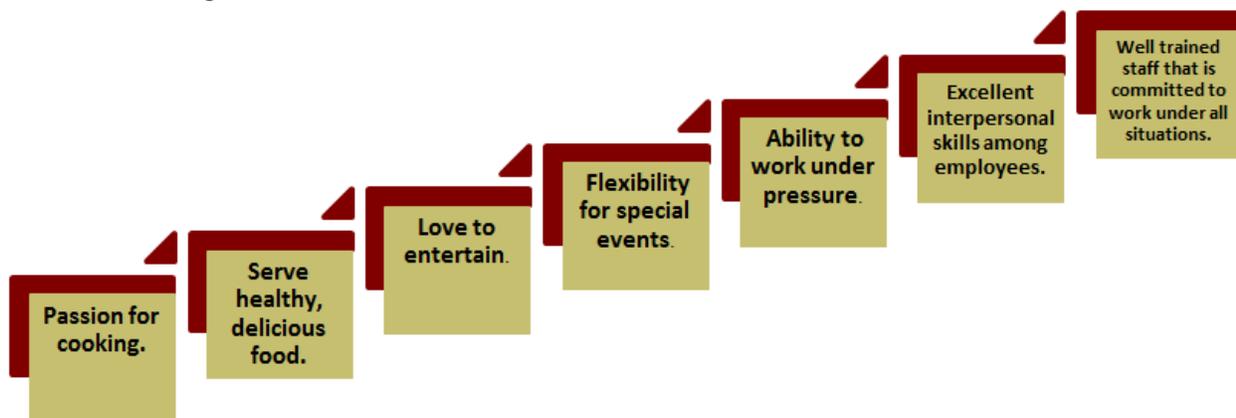
## 6.0 Marketing Plan and Sales Strategy

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For quality, affordable food service, *High Caliber Catering* offers a reliable savings to the customer. A catering business that will meet the needs of individuals or businesses any time of the day will be offered to the public.

### 6.1 Key Message

The co-owners will promote the business by wearing *High Caliber Catering* polo shirts and black pants. This professional image will be carried out through quality food and service. Some of the qualities of *High Caliber Catering* business include:



### 6.2 Message Delivery and Analyzed Including Web Process

Prior to our grand opening, several flyers and advertisements will be posted to raise awareness of our business. Social media will play a major role in marketing. Sharing our information through Facebook, Twitter, Instagram, and our company website will help us attract more customers. The co-owners grew up in this area and have family and friends to help advertise our business through word of mouth. Since we are opening in May, our primary focus will be to contact high school senior families for graduation parties, alumni banquet coordinators, and families celebrating Mother's Day. During operations, Regan will continue marketing through advertising methods such as our monthly email program. Keeping track of annual events in our database, such as office parties or benefits, will be key to help us create a strong connection with our customers and continue to serve their special occasions in the future.

## 6.3 Sales Procedures Defined

Building key relationships with our surrounding communities and its corporate sector will allow us to become experts at feeding our customers where they live, work, and play. Every day in every city across North America, people are having meetings, celebrations, seminars, and many other types of events that require catering services. To reach these potential opportunities in our area, the following tactics will be implemented by Regan who is in charge of marketing:

**Sample Selling:** The best way for people to get to know our products and services is to provide tasting samples to businesses we are trying to entice. Regan will first visit companies who have lots of employees in the area, during off-peak hours, to promote our catering business. Companies in rural Nebraska like to put a face with a name. Since the owners grew up in this area, they know that this personal touch is essential in establishing a new business. A sample package will consist of products that our business offers along with advertising brochures that will include our website and social media information. Employees of companies love food in their break room, so by packaging our samples with our logo, the next time they need a catering service *High Caliber Catering* will be there go to business.



**Social Media:** Most people are going to share photos of events on social media. People of all ages love to share a picture of that “perfect plate” or the beautiful chafering dishes loaded with food. This will allow our prospects to see happy people enjoying our catered event and leaving rave reviews. Customers and potential customers can reinforce this on our social media sites with testimonials, so prospective clients will see positive feedback everywhere they turn.



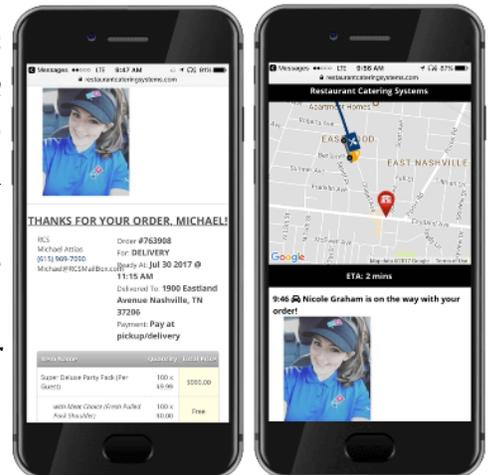
The targeting options are endless with social media. Reaching these types of audiences will put us in front of people who are in immediate need of our services, as well as folks who may need our services in the near future. Encouraging social media will cut down on advertising costs for *High Caliber Catering*.



**Walk-in Catering Sales:** Walk-in catering customers can potentially disrupt the flow of our in-store operation, but we definitely don't want to lose out on this customer opportunity. We will make sure to take time for them and handle these customers with care and accuracy. This will lead to more trust which is a key component in closing a catering sale.



**Delivery Communication:** Smartphones and apps like Google Maps allow our drivers to know their arrival time minute to minute. *High Caliber Catering* will have an app that the customer may download to know exactly who is coming, the arrival time, where they are, and what the customer ordered. Our catering clients will avoid the stress of “Where’s my order?” and our home base will avoid receiving these inquiry calls. With this peace of mind for the customer, this is another perk of why our customers will keep choosing *High Caliber Catering*.



High Caliber Catering  
High Quality Food & Service



**Upselling:** *High Caliber Catering* can instantly increase sales 10-20% by employing an upselling strategy. A number of ways can be used to increase our sales by offering to add drinks, desserts, an upgraded entrée with side choices, and extra sides. We can implement this upselling not only by verbally speaking with the potential customer, but also in our website ordering. When setting up our catering menu on our website, we can add forced options that act as up sells. For example, when a customer orders a catering package with an entrée and two sides, we can create an option that automatically drops down an option of “dessert?” This option will include dessert choices with prices or a “No Thank You” option that you will click.

**Rebooking Reminders:** It will be our goal to retain the service of each large holiday party. After each large event, Regan will be sure that this option is checked in her catering software so she can start correspondence nine months later for the annual event.



**Referrals:** Decisions by consumers are made every day by our friend’s referral. What our friends and colleagues say is what usually sticks in our mind. Ways to generate referrals in catering is simply by asking. *High Caliber Catering* is adding their personal touch to thank customers by handwriting thank you cards. This would be a great opportunity to ask our customers to please refer our services to friends, neighbors and colleagues.



**Day After Follow Up Calls: 1-3-5-7** Another follow up strategy we will use is to implement a callback method the day after each event. To most people a real live voice also makes a huge impact. When calling we will be able to solicit positive and negative feedback, so we can improve our operation. Our callback formula will consist of calling a repeat client after every first, third, fifth, and seventh order. This is often enough to reassure a client but not too often to appear burdensome. After seven orders, our relationship should be well established.



## 7.0 Describe Operations

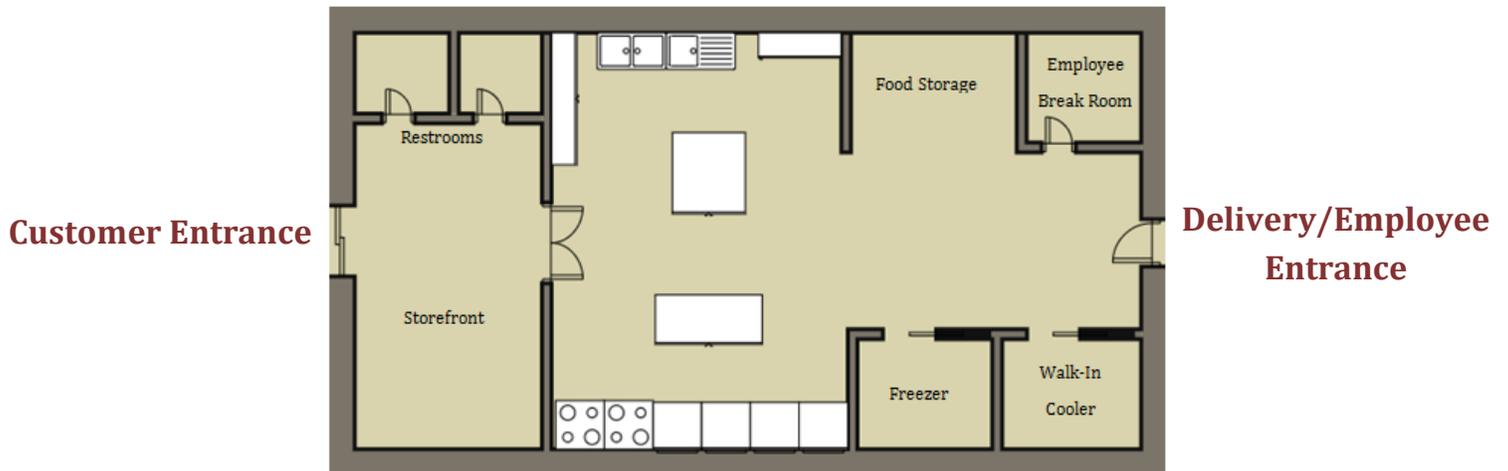
*High Caliber Catering* will be operated by Regan and Allison using their entrepreneurial skills. These owners will fully invest their time in order to get it well established and running smoothly. As trends and technology change, *High Caliber Catering* will adapt to the new changes.

### 7.1 Business Facilities Described

*High Caliber Catering* is located in a 3,000 square foot, stand-alone building. This space will contain an area in the front for walk-in customers to receive a warm welcome feel. *High Caliber Catering* will visit with each customer regarding catering menus, available dates, and prices. This area will give the customers a positive ambience.

Our kitchen is setup with adequate preparation counters in order to prepare food for large events at a time. There is a three compartment sink for food preparation and utensil washing. A separate sink will be used only for hand washing. A refrigerated walk-in cooler and walk-in freezer will also be used to store food.

## FLOOR PLAN OF HIGH CALIBER CATERING



A food storage area is also necessary as most canned food is sold by the case. Having extra items available is necessary as food trucks may only come twice a week. Catered funerals in our area have become quite popular as church ladies have grown older, and more women have entered the workforce. It is essential to have some food on hand for these quick occasions, as well as some last-minute small gatherings. Additional catering supplies will include chafers, roasters, coolers, pots, pans, coffee pots, and more. All items will be used according to the food industry guidelines.



A used catering van has also been purchased by *High Caliber Catering* to transport food to various events. Depending on the size of the event, more than one trip may be needed in order to set up and transport the food and supplies to the destination for event preparation.

### 7.2 Production Plan Defined and Analyzed

The production plan is to start a catering business that can help the surrounding area with the catering needs of social and business events. *High Caliber Catering* will attract customers from the surrounding towns within a 60 mile radius. Personal contact can be made during walk-in hours, evenings, and weekends by phone or email. We understand that emergencies may arise and if we are able to help our customers we will be happy to do so.

Production and service planning must be correlated with client needs to ensure smooth-running functions, satisfied guests, and fair profits. The amount of food that must be requisitioned and produced depends primarily on the number of guests expected and the style of service (buffet line or food plated and delivered to the guest). If the client guarantees 100 guests, *High Caliber Catering* will plan for 10 percent more; if the guarantee ranges from 100 to 1,000 guests, then we will plan for 5 percent more; and if the guarantee exceeds 1,000 guests, then we will plan for 3 percent more.



In preparing for the future months, Regan has taken a detailed look at various opportunities to promote their catering service. The following chart shows some events and banquets throughout the year that they definitely want to pursue.

## Catering Opportunities

### May

- Graduations
- Nurse's Week
- Teacher's Week
- Mother's Day
- Alumni Banquets
- End of School Bashes
- Memorial Day
- Weddings
- Funerals
- Company Catered In Meals
- Small Gatherings

### June

- Town Celebrations
- Company Picnics
- Father's Day
- Weddings
- Funerals
- Company Catered In Meals
- Class Reunions
- Birthday Parties
- Small Gatherings

### July

- Weddings
- Funerals
- Town Celebrations
- County Fairs
- Company Catered In Meals
- Class Reunions
- Birthday Parties
- July 4th
- Small Gatherings

### August

- Back to School Events
- Weddings
- Funerals
- Company Catered In Meals
- School Staff Welcome Back
- Town Celebrations
- County Fairs
- Seed Corn Dealer Plot Tours
- Small Gatherings

### September

- Weddings
- Funerals
- Football Tailgate Parties
- Labor Day
- Charity Benefits
- Home Shows
- Company Catered In Meals
- Small Gatherings

### October

- Weddings
- Funerals
- Football Tailgate Parties
- Costume Parties
- Homecoming at High Schools
- Harvest Meals at Local Grain Elevators
- Home Shows
- Company Catered In Meals
- Small Gatherings

### November

- Weddings
- Funerals
- Hunting Breakfast at Local Event Centers
- High School Fall Sports Banquet
- Thanksgiving
- Company Catered In Meals
- Small Gatherings

### December

- Office Christmas Parties
- Weddings
- Funerals
- Company Catered In Meals
- Family Christmas Meals all Month
- Local Organization Luncheons
- Small Gatherings

### January

- School Board Appreciation Week
- Limited Weddings
- Funerals
- Company Catered In Meals
- Fire and Rescue Banquets
- Farm Show
- High School Winter Formals
- Small Gatherings

### February

- Valentine's Day
- Superbowl Parties
- Limited Weddings
- Funerals
- Company Catered In Meals
- Ducks Unlimited Banquet
- Pheasants Forever Banquet
- Small Gatherings

### March

- Employee Appreciation Day
- National Doctor's Day
- High School Winter/Spring Sports Banquet
- Limited Weddings
- Funerals
- Company Catered In Meals
- Small Gatherings

### April

- Weddings
- Funerals
- Proms
- Planting Meals at Local Banks
- Easter Family Meals
- Confirmation Family Meals
- Company Catered In Meals
- Small Gatherings



### 7.3 Workforce Plan Defined and Analyzed

*High Caliber Catering* plans to hire two additional part-time workers to start their business. The owners of the business, plan on fully engaging their time and effort into the business, as they want to assure high quality food and service. Opening in May, also allows them to hire high school teachers/ students on an as-needed basis should they feel they need part-time additional help. In this area people are always looking to make extra money in the summertime. The owners both come from large hard-working families, so if more workers are needed to cater an event, family members are willing to assist in this matter.

After the first year we are expecting larger sales and growth and have the potential to hire additional part-time employees. *High Caliber Catering* hopes to purchase another delivery vehicle after year five.

### 7.4 Impact of Technology

Previously we discussed different technology that *High Caliber Catering* plans to implement prior to opening. The owners feel that the use of technology can provide many benefits that will continue to grow our business and customer base. In today's society, businesses have to be willing to show that they will embrace innovation and change in order to be successful. With the rise of the iGen (people born between 1995 and 2012, the first of iGens graduated from college last spring.) technology is important as they would rather use their phone to place an order instead of meeting face to face.

As stated earlier, the *High Caliber Catering* App may be downloaded so customers know when their order will arrive. We also touched on internet ordering via our company website, where drop-down options allow more upselling and additional profits. According to Technomic's Catering. Insights program, 68% of consumers say ease of ordering is extremely important in deciding where to place a catering order—much of which can be tied to the availability of technology.

*High Caliber Catering* will also purchase Caterease Software which will cost \$100 per month and is primarily set up for catering and event planning companies. It is very user friendly and offers tech support. Caterease has been in business for over 25 years and offers various user-friendly templates on the marketing side and food product ordering files on the product side.



Caterease also includes a mobile app that will allow both owners to have instant access to dashboards and calendars for a quick overview should someone contact them off site. The dashboard on the app provides all important information including event revenue, event outstanding balances, and event themes.

The handy mobile calendar on the app works exactly like your iOS or Android calendar. Owners can tap on any event in the calendar to open a part and review specific details. Another benefit is that owners can instantly receive automatic notifications any time a visitor fills out custom web information on our website. With this technology we are able to quickly respond to every new lead.

## 8.0 Management and Organization

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*High Caliber Catering* is a LLC located in Strang, Nebraska, in Fillmore County. It is owned by two partners who invested equally in the business.

### 8.1 Key Employees

*High Caliber Catering* has the potential to be a thriving catering service. In order to achieve our maximum potential, the owners will be key employees as they serve as the marketing/financial manager and the food/nutrition manager. The two part-time employees will also be key as they display the products and services we offer at *High Caliber Catering*. Our two part-time employees are important as we rely on their dedication to their job with our small but mighty staff.

#### **Regan Alfs** Co-Owner and Marketing/Accounting Manager

Regan was born, raised, and attended school in the Strang, Nebraska area. Throughout her younger years, Regan was an active 12-year member of a local 4-H Club. Regan enjoyed cooking and entering numerous food projects at the local and state levels. Some of the projects that she entered included preparing meals, cooking with yeast, and hosting themed events. During high school and college Regan worked for a local restaurant waitressing and preparing food in the kitchen. Regan has had numerous years of experience dealing with people in the food industry. After college, Regan has worked as an accountant for a large accounting company, Kobza-Otte in York, Nebraska. She has had a great rapport with her accounting clients. She hopes to take her knowledge of accounting and marketing to *High Caliber Catering*. Her great personality has allowed her to meet future catering customers from the York area as well. In the Company Governance Section on page 4, you will find Regan's educational background.

#### **Allison Collins** Co-Owner and Food/Nutrition Manager

Allison was also born, raised, and attended school in the Strang, Nebraska area. Allison and Regan went to grade school together, but each attended a different high school in different towns. They have been great friends since kindergarten and even though they did not attend high school in the same town they still kept in close contact. This will be very beneficial as they have a broad area of friends who will be in need of catering services. Allison's parents divorced at a young age, her father moved to Lincoln where he has a well-established catering service. She has helped her father cater events while she attended college in Lincoln. She has also worked alongside him post college graduation, learning every aspect of the business for the last five years. He is more than willing to mentor Allison and Regan as questions arise at *High Caliber Catering*. In the Company Governance Section on page 4, you will find Allison's educational background.

## 8.2 Advisory Committee

High Caliber Catering is a small business with limited employees; we don't foresee many catastrophes causing large problems. If there were to be a conflict or an issue arises, the owners will cohesively take the necessary steps to solve them.

## 8.3 Identifying, Recruiting, and Securing Key Employees

Advertisement for available positions will be posted on our social media, Indeed.com (an employment related search engine), bulletin boards around local towns, and through word of mouth. Employees must be 16 years of age with a clean background check and driving record. Only hiring two part-time employees to start our business means that we will be taking the hiring process very seriously. After we have received their application it will be reviewed. We will contact their references and run their background check. If we feel like they could potentially be the hire we are looking for, we will contact them and set up an interview. Our employees will need to be respectful, courteous, responsible, willing to work under pressure, and have the ability to learn new tasks. They also need to be able to lift, have knowledge of food preparation, and be eager to learn. The owners will choose the applicants that best fit the employee criteria and offer them a job. Serving the public, we want to make sure our employees will present *High Caliber Catering* with the proper image to reach our goal of being the premier catering service in South Central Nebraska.



## 8.4 Compensation and Incentives Plan

*High Caliber Catering* wants to keep its employees happy. We will provide them with the proper work uniforms, a flexible work schedule, and a free 25-person catered event each year. To do so, we will provide them with great opportunities making them want to stay with our business. Employee evaluations will occur on an annual basis to discuss work ethics and potential advances.

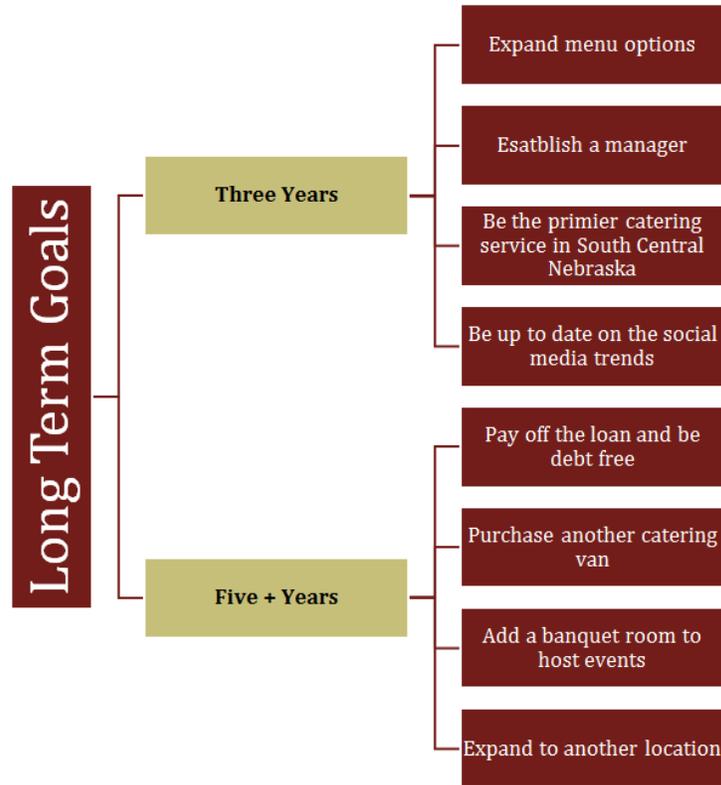
Having a happy, well performing, staff can only happen if the owners treat them well and appreciate their performance at every level. When our part time employees entice new business to *High Quality Catering*, the owners may reward them with monetary incentives. When gratuity is added to the payment, the owners will pass that along to the staff that served the event.

# 9.0 Long-Term Development

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*High Caliber Catering* has a clear vision to provide customers with a convenient and affordable catering service. Our goal is to make every occasion the best it can be. No matter if we are catering for 20 people or 1,000, the customers can trust the friendly and experienced staff to make the occasion memorable.

## 9.1 Long-Term Goals



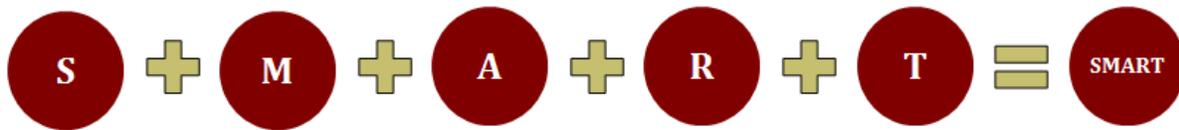
## 9.2 Risks and Potential Adverse Results

Handling food always brings risks and details that must be followed, but there is always the perk of bringing in revenue. After speaking with Melanie Kunc, a Nebraska Food and Health Inspector, we were provided with regulations that we need to be aware of implementing into our business. Cross-contamination is a major concern as keeping gluten meals separate to those we are serving which are gluten free. Although there isn't information in the Nebraska Food Code at this time, we want to ensure the health and safety of our customers. Keeping up to date with the Nebraska Food Code will be important to our success as we ensure proper food handling.

Another risk we will have to face is when we cater for outdoor events. The weather in Nebraska is always changing and making sure that there are alternative plans made by the coordinators in case of a weather related problem. Not being familiar with some venues can also provide a risk the owners will have to overcome and make sure their meals won't be affected. Having enough outlets to keep our food warm is also something we will have to take into consideration. As the owners have had previous experience in the catering business, they know the importance of having multiple outlets that aren't on the same breakers. A risk that almost every business has to face is the potential of a customer not paying their bills or if they write a bad check. As we have found that there are few competitors in the area, we face the risk of others getting the idea to start their own businesses and creating a larger competition field.

### 9.3 Strategy to Long-Term Goals

According to the Huffington Post, you are 42% more likely to achieve your goals if you write them down. Not only has *High Caliber Catering* wrote out their goals, but also have kept the S.M.A.R.T. process in mind by making sure our goals are specific, measurable, attainable, realistic, and timely. To push our business towards the long-time goals established, we will constantly review them in our business meetings and ask ourselves if we are headed in the right direction.



## 10.0 Financial Plan

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The projected forecast in the financials show that *High Caliber Catering* business has a bright future. The two partners have invested equally for a total of \$100,000. Working capital and a contingency fund are built into this projection. The partners plan is to get this business off to a good start. All unnecessary expenses have been cut by purchasing some high quality used equipment and supplies. Both of the partners own a SUV, should they need to haul additional personnel or catering supplies to the event.

Equity financing will be accomplished through several sources. The number one source will be from the partners own personal savings. Each partner will contribute \$50,000. The partners are longtime friends and share compatible goals for this business. Each partner has excellent character and is known at the Heartland Bank, which will be a source for operating capital. Projections call for a \$42,525 loan with 7.5% interest. Collateral for the loan will come from the inherited farm ground each of their families have provided to them.

### 10.1 Accounting System

*High Caliber Catering* will use QuickBooks as the automated software accounting system that makes managing a business more efficient. A General Journal will be kept and items will be posted to an Accounts Payable Ledger for expenses and Accounts Receivable Ledger for customer billings. The accounting system has bookkeeping records that track legitimate business expenses by categories as the IRS requires. Financial statements will be up to date at all times, and back-up records will be recorded as needed.

The billing policy includes the following terms:

- Each event will require a 25% down payment 10 days before the event.
- Each event will deliver final payment ten days after the event.
- 12% interest rate on all unpaid bills.
- Unpaid bills two months out will be submitted to the County Small Claims Court.

## 10.2 Financial Projections

*High Caliber Catering* will request a SBA 504 loan in the amount of \$42,525 to start our catering service. The loan requested will be at 7.5% interest over 10 years and result in a \$266 monthly interest payment. There will be semiannual principal payments due the first of every November and April of \$2,126.25. Both owners will each contribute \$50,000 giving *High Caliber Catering* a \$142,525 start-up cost.

We have allocated \$25,000 in remodeling for *High Caliber Catering*. Our commercial kitchen setup was laid out by a local restaurant supplier. They have developed a kitchen floorplan and have provided adequate working space to prepare an abundant amount of meals at the same time. The local restaurant supplier is aware of all health regulations, therefore it should pass all inspection codes. Signage will also be used on the exterior of the building so walk-in customers know where to enter. It will also be beneficial to all people stopping at other local businesses and for people who carpool and meet in Strang.

*High Caliber Catering* will purchase a quality 2016 Ford Cargo Van with 60,000 miles to deliver their products to customers. A safety feature that the van includes is a backup camera to allow the driver to be more aware of their surroundings. In the agreement of the purchase, the van will have our logo placed on it. This will be great for potential customers, when they see who is catering the special event.

<b>High Caliber Catering Estimated Start-Up Cost</b>	
Purchase Existing Building	35,000
Remodeling	25,000
Kitchen Equipment	50,000
Supplies	5,000
Catering Van	18,250
Telephone System	75
Working Capital	2,500
Advertising	1,500
Signage	3,500
License/Permit	200
Legal Fees	1,000
Insurance	500
<b>Total Start-Up Cost</b>	<b>142,525</b>
Owner, Regan Alfs Contribution	50,000
Owner, Allsion Collins Contribution	50,000
<b>Loan Requested</b>	<b>\$ 42,525</b>



## High Caliber Catering Year 1 - Monthly Cash Flow Statement

Monthly Cash Flow	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Opening Cash Balance</b>	-	3,265	6,361	9,101	12,488	15,986	19,542	22,629	25,664	28,236	31,370	34,082
<b>Total Revenue</b>	21,764	21,345	23,546	21,497	20,947	20,675	22,732	24,315	17,356	17,718	18,506	21,963
<b>Total Expenses</b>	18,499	18,249	20,806	18,110	17,449	17,119	19,645	21,280	14,784	14,584	15,794	19,539
<b>Net Income</b>	3,265	3,096	2,740	3,387	3,498	3,556	3,087	3,035	2,572	3,134	2,712	2,424
<b>Closing Cash Balance</b>	\$ 3,265	\$ 6,361	\$ 9,101	\$ 12,488	\$ 15,986	\$ 19,542	\$ 22,629	\$ 25,664	\$ 28,236	\$ 31,370	\$ 34,082	\$ 36,506

The Monthly Cash Flow Statement is the total disbursements subtracted from the total revenue which predicts the monthly cash flow for *High Caliber Catering*. As you will notice the owners have made this table to account for the seasonal changes throughout the year. This in turn causes the fluctuation of cash receipts each month.

The following Monthly Income Statement chart shows how the revenue and the expenses adjust in correlation to the potential events projected during the busier months.

## High Caliber Catering Year 1 - Monthly Income Statement

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>Revenue</b>												
<b>Sales</b>	\$21,764	\$21,345	\$23,546	\$21,497	\$20,947	\$20,675	\$22,732	\$24,315	\$17,356	\$17,718	\$18,506	\$21,963
<b>Expenses</b>												
Advertising	300	300	300	300	100	100	100	100	100	100	100	100
Supplies	250	250	250	250	250	250	250	250	250	250	250	250
Employee Uniforms	300	300	300	100	100	100	125	275	100	100	100	100
Food Cost	8,250	8,000	9,325	7,775	7,650	7,600	8,875	9,800	7,200	7,000	7,650	8,850
Depreciation	873	873	873	873	873	873	873	873	873	873	873	873
Loan Interest	266	266	266	266	266	266	266	266	266	266	266	266
Fuel Expense	400	400	400	350	350	350	400	400	375	375	375	400
Insurance	500	500	500	500	500	500	500	500	500	500	500	500
Payroll Taxes (12% of Wages)	660	660	792	696	660	630	756	816	420	420	480	750
Salaries/Wages	5,500	5,500	6,600	5,800	5,500	5,250	6,300	6,800	3,500	3,500	4,000	6,250
Utilities/Telephone/WiFi	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
<b>Total Expenses</b>	\$18,499	\$18,249	\$20,806	\$18,110	\$17,449	\$17,119	\$19,645	\$21,280	\$14,784	\$14,584	\$15,794	\$19,539
<b>Net Income</b>	\$3,265	\$3,096	\$2,740	\$3,387	\$3,498	\$3,556	\$3,087	\$3,035	\$2,572	\$3,134	\$2,712	\$2,424



It is projected that the most profitable time of the year will be in December as a lot of Company Christmas Parties are anticipated. Along with these parties, businesses hold customer open houses in appreciation for their continued business. *High Caliber Catering* will work hard to host these appreciation lunches. July will also be a busy month as this is a big wedding month according event managers in the area. Serving wedding rehearsal suppers along with weddings will be a major source of income this month. In this area, weddings generally consist of 350-500 people at the reception. Wedding rehearsals average 50-75 people for a catered evening meal as the bridal party, relatives, and others directly involved with the wedding gather together the evening prior.

## High Caliber Catering Yearly Income Statements for Years 1, 3, and 5

	Year 1	Year 3	Year 5
<b>Revenue</b>			
<b>Sales</b>	<b>\$ 252,364</b>	<b>\$ 267,506</b>	<b>\$ 283,556</b>
<b>Expenses</b>			
Advertising	2,000	2,120	2,247
Supplies	3,000	3,180	3,371
Employee Uniforms	2,000	2,120	2,247
Food Cost	97,975	103,854	110,085
Depreciation	10,476	11,105	11,771
Loan Interest	3,192	3,384	3,587
Fuel Expense	4,575	4,850	5,140
Insurance	6,000	6,360	6,742
Payroll Taxes (12% of Wages)	7,740	8,204	8,697
Salaries/Wages	64,500	68,370	72,472
Utilities/Telephone/WiFi	14,400	15,264	16,180
<b>Total Expenses</b>	<b>\$ 215,858</b>	<b>\$ 228,809</b>	<b>\$ 242,538</b>
<b>Net Income</b>	<b>\$ 36,506</b>	<b>\$ 38,696</b>	<b>\$ 41,018</b>

At *High Caliber Catering*, we are very passionate about our business and intend to develop and promote our business year after year. We believe that each of our customers are valuable, no matter if we are hosting an event of 20 people or 500 people. Eventually the event of 20 people that we devoted our time to will host a large event, and they will turn to High Caliber Catering for their service. People appreciate attention and being cared for, no matter the size.

We truly feel that our sales numbers are very realistic. *High Caliber Catering's* goal the first year is to attract at least 40 events with at least 350 plates served at the event at an average of \$15.00 per plate (40x350x15=\$210,000.) This figure is short of our yearly goal, but does not take into account the smaller events that will be hosted throughout the weekdays, weeknights, and other nights on the weekend.

Continuing to take a look at our sales income, if we would host an additional 100 events, (which we think is on the low side as that is only two per week) with an average of 50 people and a cost of \$10.00 per plate we would see an additional \$50,000 in sales volume. These meals may not be as elaborate, so we are trying to stay on the conservative side with only \$10.00 per plate.

Our biggest expenses are the cost of food and labor. These two expenses vary and are lower when times are not as lean, but increase when business is booming. To counter the lean times, we will offer promotions to entice customers to schedule events during our slower periods.

## 11.0 Supporting Documents

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On the first two pages of the supporting documents (pages 24 & 25), you will find *High Caliber Catering's* Employee Application. We expect all potential candidates to complete this before we consider hiring them. All applications will be kept on file. Prior to opening, the owners will thoroughly review the applications submitted. Upon review, the owners will contact their top selections and invite them to the business to go through an interview process. Preceding the final selection, references will be contacted and our insurance company will run their driver's license to be certain of a clean driving record.

On page 26, we have designed our grand opening flyer. This will be posted on our social media sites and website. In addition to this, we will visit towns in our targeted nine counties and hang posters while also visiting with company owners. When visiting with businesses we will also hand out various menu options that *High Caliber Catering* will provide (pages 27 & 28).

We have created a menu that provides lots of options, but does not limit the requests of our customers. We feel that in order to make our customers happy, we need to provide them with "*High Quality Food & Service.*"

# Employment Application

We are an Equal Opportunity Employer and do not unlawfully discriminate in employment. No question on this application is used for the purpose of limiting or excluding any applicant from consideration for employment on a basis prohibited by local, state, or federal law. Equal access to employment, services, and programs is available to all persons. Those applicants requiring reasonable accommodation to the application and/or interview process should notify a representative of the organization.

## PERSONAL INFORMATION

Applicant Name: \_\_\_\_\_

Date: \_\_\_\_\_ Last 4 digits of SSN \_\_\_\_\_

Position(s) applied for or type of work desired: \_\_\_\_\_  
\_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

What days and hours are you available to work?

Mon. \_\_\_\_\_ Hours  Fri. \_\_\_\_\_ Hours

Tues. \_\_\_\_\_ Hours  Sat. \_\_\_\_\_ Hours

Wed. \_\_\_\_\_ Hours  Sun. \_\_\_\_\_ Hours

Thur. \_\_\_\_\_ Hours

Have you ever been previously employed by our organization?

Yes  No

Can you submit proof of legal employment authorization and identity?

Yes  No

If you are under 18, can you furnish a work permit if it is required?

Yes  No

How were you referred to us? \_\_\_\_\_

Are you able to perform the essential functions of the job for which you are applying, either with or without reasonable accommodation?

Yes  No

If NO, describe the functions that cannot be performed:

\_\_\_\_\_  
\_\_\_\_\_

Have you ever been dismissed, or asked to resign, from any position?

Yes  No

If YES, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## EMPLOYMENT HISTORY

Please provide all employment information for your past three employers, starting with the most recent.

Employer: \_\_\_\_\_

Position held: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Supervisor/Title: \_\_\_\_\_

Dates employed: From: \_\_\_\_\_ To: \_\_\_\_\_

Salary: \_\_\_\_\_

Reason for leaving: \_\_\_\_\_  
\_\_\_\_\_

Employer: \_\_\_\_\_

Position held: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Supervisor/title: \_\_\_\_\_

Dates employed: From: \_\_\_\_\_ To: \_\_\_\_\_

Salary: \_\_\_\_\_

Reason for leaving: \_\_\_\_\_  
\_\_\_\_\_

Employer: \_\_\_\_\_

Position held: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Supervisor/Title: \_\_\_\_\_

Dates employed: From: \_\_\_\_\_ To: \_\_\_\_\_

Salary: \_\_\_\_\_

Reason for leaving: \_\_\_\_\_  
\_\_\_\_\_



# Employment Application Continued.....

QUESTIONS	REFERENCES / OTHER
<p>Rate yourself on a scale of 1-10 as a "people person" and why?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>What are you looking for in a job? _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Who is one of your role models, and why? _____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>Other Skills and Qualifications</b></p> <p>Summarize any job-related training, skills, licenses, certificates, and/or other qualifications.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><b>References</b></p> <p>List two reference names, phone numbers, and years known (do not include relatives or employers)</p> <p>Name: _____</p> <p>Occupation: _____</p> <p>Relationship: _____</p> <p>Phone: _____</p> <p>_____</p> <p>Name: _____</p> <p>Occupation: _____</p> <p>Relationship: _____</p> <p>Phone: _____</p>

Please Read Carefully, Initial Each Paragraph and Sign Below

\_\_\_\_\_ I hereby certify that I have not knowingly withheld any information that might adversely affect my chances for  
 Initials employment and that the answers given by me are true and correct to the best of my knowledge. I further certify that I, the undersigned applicant, have personally completed this application. I understand that any omission or misstatement of material fact on this application or on any document used to secure employment shall be grounds for rejection of this application or for immediate discharge if I am employed, regardless of the time elapsed before discovery.

\_\_\_\_\_ I hereby authorize (company name) to investigate my references, work record, education and other matters related to  
 Initials my suitability for employment and, further, I authorize the references I have listed to disclose to (company name) any and all letters, reports and other information related to my work records, without giving me prior notice of such disclosures. In addition, I hereby release (company name), my former employers and all other persons, corporations, partnerships and associations from any and all claims, demands or liabilities arising out of or in any way related to such investigation or disclosures.

\_\_\_\_\_ I understand that nothing contained in the application, or conveyed during any interview, which may be granted, or  
 Initials during my employment, if hired, is intended to create an employment contract between (company name) and me. In addition, I understand and agree that if I am employed, my employment may be suspended or terminated at any time, with or without cause and with or without notice, at the option of either myself or (company name), and that no promises or representations contrary to the foregoing are binding on (company name) unless made in writing and signed by me and (company) Owner.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*\*\* If you have a resume, which gives additional information, or if you need to explain any response more fully, please enclose with your application.



**High Caliber Catering**  
High Quality Food & Service

**Regan Alfs & Allison Collins**  
Owners and Operators

307 Main Street, Strang, NE 68444  
Phone: (402) - 759 - 2019  
1-800-WE-CATER

Email: [highcalibercatering@gmail.com](mailto:highcalibercatering@gmail.com)  
[www.HighCaliberCatering.com](http://www.HighCaliberCatering.com)

# **Grand Opening**

## **May 1, 2019**

- ◆ *Food Samples Served*
- ◆ *Professional Quality*
- ◆ *Fully Insured, Licensed*
- ◆ *Friendly, Personalized Service*
  - ◆ *Various Menu Options*
- ◆ *No Event is Too Big or Too Small (10-1,000 People)*
- ◆ *Locally Owned and Operated*



High Caliber Catering  
High Quality Food & Service



# MENU OPTIONS

## Beef

- Slow Cooked Seasoned Prime Rib
- Smoked Sliced Brisket
- Steak Medallions w/Bordelaise Sauce
- 8 oz. Hand Cut Ribeye
- BBQ Country Side Ribs
- Chicken Fried Steak
- Hamburger Steak
- Swiss or Oven Baked Steak

## Chicken

- Chicken Marsala
- Grilled or Teriyaki Chicken
- Chicken Fried Chicken W/Country Gravy
- Pan Fried Chicken
- Chicken Cordon Bleu

## Pork

- Smoked Pork Loin
- Windsor Loin
- Grilled Boneless Pork Chop

## *Craving Something You Don't See Listed, Just Ask...*

Various side selections are offered with your main course. Some options are but not limited to: Real Mashed Potatoes, Cheesy Hash browns, Baked Potato with Sour Cream, Loaded Mashed Potatoes, Buttered Corn, Green Beans with Bacon, California Steam Medley, Honey Glazed Carrots, Iceberg House Lettuce Salad with Dressing Choices, Pasta Salad, and Parmesan Spinach Noodle Salad.

All buffet and plated meals include Dinner Rolls with Butter , Ice Tea, Water and Coffee.



To have a specialized quote, with cost per person, created for your event, please contact *High Caliber Catering* with your choices and we will be happy to provide one for you.

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## *Additional Options On The Casual Side...*

***High Caliber Catering* can offer you a full service buffet or plated meals to accommodate your event.**

Various options can include the choice of pulled or sliced beef, pulled chicken or pulled pork for sandwiches. These options are served with our in-house home made BBQ sauce, special blend baked beans (or another side choice), creamy coleslaw, and homemade potato salad.

Don't forget about breakfast options. We can offer a hot breakfast buffet with a hash brown casserole including bacon, sausage, cheese, onions, and peppers. French Toast or pancakes with maple syrup, scrambled eggs, bacon, sausage patties, and sliced ham. We can serve homemade cinnamon rolls, coffee cake, blueberry muffins, banana muffins, bagels with cream cheese, and fruit.

### **DESSERTS:**

We offer a variety of dessert choices that you can add to your favorite buffet. We offer pies, carrot cake, bars, cookies, assorted cheesecakes, pudding, and endless options. All Homemade!



*High Caliber Catering* can come to your Company, Wedding, Event Centers, Family Socials, Picnic Events, Home, Churches, Parks, and Many Endless Opportunities. Please give us a Call or Stop By our Location.



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**Melanie Kunc**, Nebraska Health Inspector

Technology allowed Regan to email back and forth with Melanie, and she provided information about health regulations in the kitchen.