

Catering Business Plan

Sample plan for Silver Spoon Events Catering (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Silver Spoon Events Catering is a new catering business based in [City, State]. We will serve wedding couples and planners and corporate offices and event teams, offering full-service plated and buffet catering, corporate breakfast and lunch drop-off and event staffing and bartending. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$300,000, growing to \$431,000 by year three. Startup costs are estimated between \$49,000 and \$204,000. We are seeking \$126,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Catering companies sell by the event rather than by the plate, which makes the sales pipeline and booking calendar the center of the plan. A catering plan should explain the event types you target, your per-guest pricing and how you will staff up for busy weekends without carrying full-time labor all year.

Item	Details
Legal name	[Silver Spoon Events Catering LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Full-service plated and buffet catering	[Describe]	[\$]	[\$]
Corporate breakfast and lunch drop-off	[Describe]	[\$]	[\$]
Event staffing and bartending	[Describe]	[\$]	[\$]
Rentals coordination	[Describe]	[\$]	[\$]
Tasting appointments	[Describe]	[\$]	[\$]

Revenue streams:

- Per-guest event packages
- Corporate drop-off catering
- Service, staffing and rental fees

4. Market Analysis

Target customers:

- Wedding couples and planners
- Corporate offices and event teams
- Nonprofits holding galas and fundraisers
- Private party hosts

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Preferred vendor lists at local venues
- Tasting events for planners
- Corporate outreach to office managers
- Wedding listing sites and reviews

Channel	Monthly budget	Goal
Preferred ...	[\$]	[#]
Tasting ...	[\$]	[#]
Corporate ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Caterer permit or licensed commercial kitchen [] obtained
- Health department inspection [] obtained
- Liquor catering license if serving alcohol [] obtained
- Vehicle and liability insurance [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Revenue per event	Shows which event types are worth pursuing.	[Target]
Food cost per guest	Keeps pricing tied to real costs.	[Target]
Booking conversion rate	Share of inquiries that become signed contracts.	[Target]
Repeat corporate clients	Steady weekday revenue between weddings.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Seasonal swings around wedding season	[Your plan]
Late cancellations	[Your plan]
Finding reliable part-time staff	[Your plan]
Food safety during transport	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Commercial kitchen lease or rental	\$5,000	\$60,000	[\$]
Cooking and holding equipment	\$10,000	\$40,000	[\$]
Delivery van	\$15,000	\$45,000	[\$]
Serving equipment and linens	\$5,000	\$15,000	[\$]
Licenses and insurance	\$2,000	\$6,000	[\$]
Website and marketing	\$2,000	\$8,000	[\$]
Working capital reserve	\$10,000	\$30,000	[\$]
Total	\$49,000	\$204,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$300,000	\$375,000	\$431,000
Cost of sales	\$120,000	\$150,000	\$172,400
Gross profit	\$180,000	\$225,000	\$258,600
Operating expenses	\$171,000	\$188,100	\$203,148
Net income before tax	\$9,000	\$36,900	\$55,452

Example assumptions: 60% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$126,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Commercial kitchen lease or rental	[\$]
Cooking and holding equipment	[\$]
Delivery van	[\$]
Serving equipment and linens	[\$]
Licenses and insurance	[\$]

Website and marketing	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a catering plan:

- Include sample menus with per-guest pricing tiers.
- Show your deposit and cancellation policy.
- Map out a peak-season staffing plan.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.