



# Proposal for Food Providing Services

# Sample Cover Letter for Food Providing Services Proposal



This is a sample cover letter for Food Business Proposal

Dear {client\_contact\_first}

{Company Name} are pleased to introduce our self as fine catering service company specializes in variety of cuisines. We provide services for both corporate and private entities, regardless of any sector. We use only the finest and fresh ingredients in our dishes, prepared under a highly-skilled, professionally-trained culinary team.

With an experience of XX years, we have catered in about xx+ events. Since then, our services have grown tremendously, serving 150 to 300 persons daily handled by our logistic staff.

**Our Vision is to** \_ {Add text here} .....

**Our Mission is to** \_ {Add text here}

Currently, we offer customized meals based on our clients specifications.

{Company Name} looking forward to long term association in near future

Regards,  
Name  
{user\_assigned}  
{user\_title}



A cover letter should contain information about your company, client(s), and offer. You can add your business specialization, vision, and mission in one to two lines.

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# General Information on Food Providing Services Event



Include information about your food business or event for which you want to collab with other organizations. Clear statistics about the number of guests, venue, a short description of the event, and budget will suffice for this section.

Here are format and example for adding general information:

## Additional Information:

- Attendance – [Number of Guests] people
- Event Date – [Event Date]
- Event Location – [Event Location]
- Event Description – [Event Occasion]
- Budget – [Budget]

<b>Name</b>	<b>Sharon's Wedding Shower</b>
<b>Location</b>	<b>99 Steep Rock Crescent</b>
<b>Date</b>	<b>June 20,2018</b>
<b>Guest Arrival Time</b>	<b>12 noon</b>
<b>Serving Time</b>	<b>1:00 pm</b>
<b>Set-up Time</b>	<b>9:00 am</b>
<b>Theme</b>	<b>Summertime Picnic Baby Theme</b>

# Catering Plan Timeline for Food Providing Services 2/3



Projects & Tasks	Start – End Date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Create a Taste Menu	4 Jan – 12 May						--						
> Task#1	4 Jan – 15 Mar												
> Task#2	7 Feb – 11 Mar												
Scout the Location	1 Mar – 12 May	-								Text Here			
> Task#1	15 Apr – 12 Dec		-										Text Here
> Task#2	2 Jan – 12 May	-	-	-									
> Task#3	4 Jan – 15 Oct											Text Here	
Prepare the Anticipated Task	1 Jan – 12 Sept	-	-	Text Here									Text Here
> Task#1	12 Mar – 12 May	-	-	-	Text Here								
> Task#2	4 Jul – 12 May												
> Task#3	4 Jan – 18 Jun	-	-	-									
Event Management	4 Jan – 12 May	-	Text Here		Text Here								Text Here
> Task#1	4 Jan – 12 May	-	Text Here		Text Here								Text Here
> Task#2	4 Jan – 12 May	-	Text Here		Text Here			Text Here					



## Timeline of Food Event/Business

Creating a timeline for the event should include the sequence of activities and a detailed plan to carry out the event.

The timeline for the food business venture should include achievements and future plans for your business.

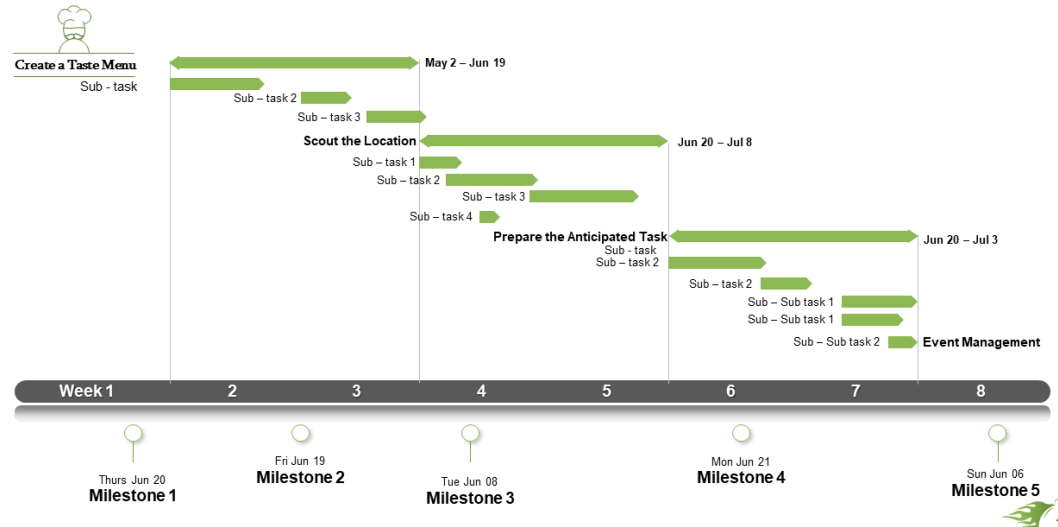


# Catering Plan Timeline for Food Providing Services 3/3

Create a Taste Menu	Month	January	February	March
	Date	15, 25	7, 21	1
Scout the Location				
Prepare the Anticipated Task				
Event Management				



# Catering Plan Timeline for Food Providing Services 1/3





# Catering Menu for Food Providing Services



## MENU

Restaurant Name

Add the menu of your restaurant or food business to the proposal and let the partners know about your specialty. Add per plate cost, appetizers, starter options, a la carte menu, dessert menu, and drinks to show your wide variety of options.

Mesmerizing and mouth-watering pictures of your restaurant's food will make it more eye-catching for clients.

MENU



**Appetizers**  
Per Person

Cost



**Dinner**  
Per Person

Cost



**Dessert**  
Per Person

Cost



**Drinks**  
Per Person

Cost



# Catering Theme Inspiration for Food Providing Services

Share your brilliant ideas and themes for the event for future food business ventures in the proposal. It will show your experience, creativity, and presence of mind in this business.

Provide multiple options with themes so clients or partners can choose. Themes can vary in the venue, type of food/drinks, cutlery used, decoration, sitting arena/space, etc.



Share five to ten pictures of each theme to provide clarity and convince clients to choose one.

# Pricing For Food Providing Services

## Price Information of Event Staff for Food Providing Services



## Overall Pricing Structure for Food Providing Services

Cost Per Person	Per Person	Persons	Cost
Transportation of prepared foods & staff to & from venue	\$50	30	\$1,500
Staff x3 (2 serving & 1 food preparation staff)			
Rental of all glassware, dishes & cutlery			
Setup of tables prior to event, removal of all excess & waste following event			
Picnic meal (as described above)			
<b>Subtotal</b>			<b>\$1,500</b>
<b>HST 15%</b>			<b>\$225</b>
<b>Total</b>			<b>\$1,725</b>



Pricing your food services is the most important part of your client proposal. They would like to know what you will charge them for services like catering, event management, bartenders, etc. This price is for equipment, services, and transportation. Do not add the per-plate cost or food cost, as that was already shared with the food menu.









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# Catering Plan of Action for Food Providing Services

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-  **Create a taste menu**
  -  **Scout the location at which the event will be held**
  -  **Prepare the task that are require to complete before the actual day of event**
  -  **Set up all the arrangements includes decoration, food and other set up services**
  -  **Prepare and manage the checklist of tasks that must be performed during the actual event**

Creating and adding a detailed plan of action for the event is necessary for the proposal. This will help the clients visualize the complete event in sequence; if required, they can adjust or change it.

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**Share details about your food services.**

- **What do you do? What is your specialty?**
- **History, and statistics of your business.**
- **Management team.**
- **food portfolio.**
- **How to contact.**



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### **Private Consummates**

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- Dome settings
- Standard buffet spread
- Ethnic buffet spread contemporary buffet set
- On-site preparation



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### **Corporate Services**

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- Factory cafeterias/canteens, corporate cafeterias/canteens, event launches
- Seminar & conferences
- Road shows
- Conventions school oriented functions



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### **Other Food Services**

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- Live cooking stations
- Seasonal Catering
- Special Events
- Online Bulk Orders

## 1. What a restaurant business plan comprises?

A restaurant business plan is a guide to help you plan and accurately forecast elements of restaurant management and operations, including menu design, financials, location, financials, inventory, employee training, etc. You must also present market analysis, restaurant design, market overview, and budget to engage your client for a partnership. A restaurant business plan must be well-structured and curated to make it appealing to the stakeholders. Showcase your financial projections in the form of easily understood data, as per industry convention, and make it easier for your audience to see where the profit lies.

## 2. What are the objectives of a restaurant?

Restaurants, like any other business, should have goals to thrive in the competitive market. Setting goals for the food business, however, is trickier than usual. The goals of the restaurant will help it function like clockwork, a business necessity, as hungry people are cross people. Set objectives for a restaurant or café in your business plan to help you maximize profitability and sustainability. Some of the common goals for a restaurant are:

- Increasing sales and profits.
- Increasing the exposure of your outlet.
- Keeping the restaurant profitable at all times.
- Providing a memorable experience for your customers.
- Offering delectable food items and beverages.
- Providing exciting offers to lure customers.
- Maximizing the efficiency of the restaurant.

## 3. How to create a fantastic restaurant concept?

If you have a keen interest in the F&B industry, it is essential that you design a restaurant that makes your audience feel special. You have to create something fantastic and unusual that attracts customers to your place. Creating a concept for a restaurant can be a tedious task. You have to be different to be competitive in the market. You must come up with a theme that defines your restaurant. Below are some of the variables that contribute to conceptualizing a restaurant:

- Architect
- Interiors
- Décor
- Menu Design
- Cuisine
- Service
- Vibe and culture

## 4. What are the objectives of a restaurant?

You must create a plan before venturing into the restaurant business. A well-designed action plan will help you create a roadmap to follow. It will encourage you to set benchmarks for your business and evaluate your progress. It will also persuade you to achieve your goals within the deadline.

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