



UNTANGLING

Problem Solving for Student Businesses

Top Five reasons to cater

1. It's another source of revenue for your business.
2. You have a built in market since the Campus Center has designated Student Businesses as one of two official providers of food and beverage in the Campus Center.
3. The costs are more controllable because you know up front how much food and service you need to have
4. Often customers will have more than one catering need like RA's; staff meetings and satisfied customers often will return
5. It builds good customer relationships: you are doing your customers a favor.

Catering: how can catering benefit my business?

This year the Campus Center has designated Student Businesses as one of two official providers of food and beverage. Earthfood's Café, Greeno Sub Shop, People's Market, Sweets 'N More and Sylvan Snack Bar are all eligible to provide small specialty catering if you so choose.

This privilege is balanced by certain responsibilities. You must have a request form/contract filled out, be able to accommodate the needs of the clients and clean up after the event is over.

The CSB is offering a workshop on September 22 at 6:30 in Room 803???. This workshop will help prepare you for catering events, the services you will provide and the financial responsibilities you need to implement.

You will also learn how to increase your catering opportunities. For instance you could use your existing customer base, letting people who already come to get your fabulous food that this is also available to them in a catering format. If you developed brochures describing what you could provide and what the costs would be, they would know what options they have. (The CSB has **Pagemaker** software to help you design your brochures fairly easily.)

You may have done catering in the past. Use your business email to send out reminders to old customers that you are organized to do catering again. They will be thrilled. You will want to attach a copy of your brochure. You might want to keep a list of those customers for future catering committees. You would want to include their names, contact information and likely times of business. If you are familiar with Access we have that available, if not Excel is a reliable tool.

Your Web site is another vehicle for advertising and communication. Last year your business attached catering menus to the web site. You may want to review those or modify those menus. The CSB offers **Dreamweaver** software to help you update your site and include current information.