

March 13, 2015

Unique Situation: A Million People, Slow Business

The Situation:

In a city of over half a million people, you are just starting your business and you feel the market is slow in getting you started in the personal chef industry. You have heard about other personal chefs who are up and running in less than a year and wonder what it is you are doing wrong. You have had media exposure three times and are on a referral system, yet you still haven't generated enough business to even think about going full time. You have mailed brochures to doctors' offices and lawyers. In addition, you have car signs and have dropped brochures to neighbors of the few clients you do have, all of which has not generated any business.

The Question:

What are some economical ideas about how to move your business along the road to success?

The above was a situation or encounter as described by a third party. The Culinary Business Institute added a follow-up question for your consideration. Our response to this question is available in the Personal Chef 1-2-3 training program. For now, your exercise is to answer the question or provide a solution to the situation. In some instances you may not have every bit of information – which may affect your decision. If in doubt, plan for a worst-case scenario. Always consider that resources may not be available, time is working against you and that you need to find an answer that benefits all involved plus keeps the client happy. Sometimes there are more than one correct answer or approach.

