

May 8, 2015

Unique Situation: Condos

The Situation:

Two personal chefs working as partners have a fairly lucrative personal chef and catering company. They are looking for ways to find ten more clients. They are based in Chicago and think that condos are the way to go. In this way, they could handle two clients a day without excessive travel time. Their service is weekly at \$165 for five entrées - sides count as half an entrée, and desserts and soups count as one entrée. Clients pay for groceries plus additional mileage if they are located outside of Chicago. The partners currently have eight solid repeat clients and at least one catered event a week. However, one of the partners feels that if they get ten weekly clients each, invest 25% back into their company, they would both walk away with \$54,000 a year in pre-tax annual income! This income would come from Home Meal Replacement clients only, and not from any catered events or classes that they also teach.

The Question:

So, condos or not, are there any proven, or unproven, but realistic ideas to approach the strategy of finding ten clients in the same geographic area?

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.

