

June 5, 2015

### **Unique Situation: Food Theme Cards**

#### ***The Situation:***

If you are like many personal chefs, you probably send Thanksgiving and Christmas cards to clients as a token of appreciation for their patronage. And like many other personal chefs, you may have found a company that sells some really great cards, perfect for thanking clients for their business and wishing them well in the New Year. Like others, however, when the next holiday season rolls around you may have been disappointed to learn that the card company you've been using has gone out of business.

#### ***The Question:***

What are some ideas for creating a personalized or food-themed card for the holidays?

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.

