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### **When Is The Best Time To Start A PCS?**

The Culinary Business institute has a fairly good handle on the Personal Chef Service industry – actually – we have a very good handle on this industry. We know there are two “periods” within the year that seem to be slightly more challenging if you are just starting out. One of those periods begins in May and lasts about 45 days – at least until the 4th of July. The factor for this time period involves families. Kids getting out of school means the typical schedule is going to be upset for a few months. This is also when a lot of family vacations take place. Your service can be perfect – but the timing just doesn’t fit well with the potential client in a family situation. We’re talking in generic terms of course, and not every family will experience the above – these are just our own observations. Also, in this same time period, a single person, a retired person, etc will be as open as they are all year long. The second period of tough start-up is between Thanksgiving and early January. Potential clients aren’t thinking about lifestyle changes during this period. They are wrapping up the year and falling into a traditional routine – almost auto-pilot. Funny, because for established Personal Chef Services, this same holiday end-of-year period can be extremely busy, primarily with requests for dinner parties and holiday meal prep assistance. So a person thinking about starting a Personal Chef Service at the end of the year would be well advised to make your splash with dinner parties – and take that opportunity to turn a one-time client into a regular client after the first of the year.

