

# *PORTLANDIA PERSONAL CHEF SERVICES*



**BUSINESS PLAN**

*PORTLANDIA PERSONAL CHEF  
SERVICES*

**BUSINESS PLAN**

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**BUSINESS 115  
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## EXECUTIVE SUMMARY

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The catering business is an established food service industry providing unique services and quality food for corporate and mainstream events. The Personal Chef industry is able to combine those same unique services provided at large catering events and personalizing it on a smaller scale with dedicated excellence for an individual or family unit and not compromise the expertise or quality of food and services provided.

The Personal Chef / Private Chef industry has become more accessible to families and individuals while becoming a unique and available commodity. Busy individuals are seeking ways to streamline their schedules, provide healthy meals and quality time with their family and by having their meals previously prepared or special events catered allows that to happen.

This Personal Chef business detailed in this proposal would provide meal services of various types for busy executives, an intimate dinner for two or catering a small event. There will always be the typical celebrations along with unique gatherings that would benefit from catering services. This industry has had a successful track record and will continue to be a growing industry as schedules continue to become more active full of responsibilities.

I am confident the business being proposed in this plan will be successful. The marketing plan will focus on the population in an untapped geographic area on the east side of Portland along with the surrounding cities of Gresham, Wood Village, Happy Valley, Troutdale, and heading further east towards Sandy and Mt. Hood. These are upcoming cities with steady population growth statistics that have been forecasted in the coming years.

As the business expands, it will add other services to its current plan such as assisting companies, churches, non-profit organizations located in these areas with catering services and event planning services.

## BUSINESS DESCRIPTION

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A Personal Chef Services business can include several types of services and is an up and coming business. Professional Chef's or Home Cooks can become a Private Chef with minimal start up costs and personnel requirements. The business I am starting will focus specifically on Personal Chef Services providing several food related services: meals prepared for individuals or families, private cooking classes and catering services for small events and social gatherings. This business will be called Portlandia Personal Chef Services. The business has a parent company called Portlandia Services, LLC who will oversee the financial needs, organizational structure and operations for all of the chef services under its corporate structure.

The parent company, Portlandia Services, LLC will be providing the financial backing for Portlandia Personal Chef Services. The financial backing consists of three silent financial investors who will be partially funding this business and three Board of Directors who will oversee the operational needs of Portlandia Personal Chef Services and subsequent business divisions.

This written business plan is for Portlandia Personal Chef Services. The Personal Chef Services will have a threefold focus:

- 1) In-Home Personal Chef Service
  - a. Personal Chef Daily or Weekly Meal Service will consist of a consultation meeting with the customer to discuss dietary needs or requests and to schedule their one time or weekly meal needs. The food will be purchased that day and taken to the customer's home for preparation. All meals will be prepared in the customer's kitchen.
- 2) In-Home Personal Chef Catering: small parties and special events
  - a. Personal Chef will provide catering services for private parties and special events. A consultation meeting with the customer will determine food choices and budgetary needs. The food will be purchased that day and taken to the customer's home for preparation. The Host can relax and enjoy their event while the Personal Chef will prepare the food and provide catering services and clean up. Food is purchased the day of the event and will be prepared in the customer's kitchen.
- 3) In-Home Private Chef Cooking Classes
  - a. The cooking classes will do exactly that, it will provide a fun and safe learning environment for small groups, up to 10 individuals. The classes will be customized for adults and/or children 10 years old or above. The classes will consist of instruction regarding, but not limited to: basic food preparation and storage, correct knife use and handling, seasoning with herbs, ethnic foods, etc. Food will be purchased the same day and prepared in the customer's kitchen; classes are hosted in the customer's kitchen.

Personal Chef' regulations require that meals are prepared and cooked in the customer's kitchen location. Food is purchased the same day it is prepared and served or stored in containers and immediately placed in a refrigerator or freezer.

## BUSINESS DESCRIPTION

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The mission of Portlandia Personal Chef Services is to provide high quality, healthy, and delicious tasting meals. This service will assist busy executives, single individuals and/or families to incorporate a more relaxed lifestyle by preparing their meals according to their needs so the customer has more quality time with their families. The menus will be healthy, organic, and northwest regional foods with a wide selection of menu's to choose from. The meals will range from basic comfort foods to gourmet selections that will be custom designed for each customer to fit any dietary concerns, health needs and personal favorites and requests.

### Mission Statement

*Portlandia Personal Chef Services will provide high quality, healthy and delicious tasting meals and services that will compliment your home, life-style and social entertainment needs.*

The company will be structured as an LLC. The choice of an LLC is for future employment opportunities, benefit structure, company taxation, limited liability for profit and debt acquired to be the sole responsibility of the company and not the partners and/or owner.

## INDUSTRY AND MARKET ANALYSIS

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The Business will be competing with well established Personal Chef Service businesses in Portland which are primarily located near the Downtown Portland Area and surrounding cities.

Portlandia Personal Chef Services will focus on the East-Side of Portland and towards the Gresham, Happy Valley and Sandy geographical areas and neighboring cities. With the current and changing economy, flexibility and diversification of services will be vital to provide consistent quality food and services. The current market fluctuations affect the food costs.

Portland's current population is estimated at 2.2 million which includes 6 counties according to [www.portlandalliance.com](http://www.portlandalliance.com). Portland and its neighboring cities and counties have projected continued growth according to the statistics from US Census Bureau, 2000 census.

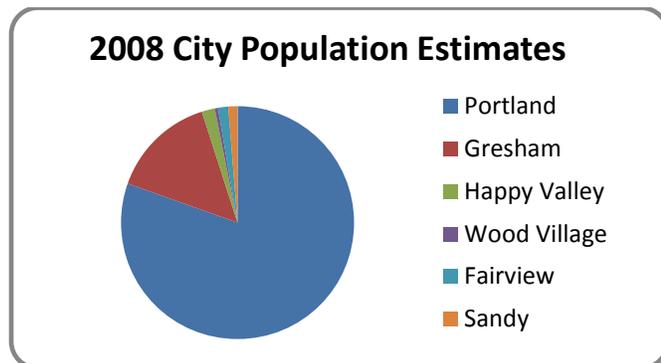
The City of Portland has experienced consistent growth since the 1980s through annexations, migration and natural growth. Between 1990 and 2000, the most significant increases in population were in the central city and the neighborhoods east of I-205.

Projected Trends: According to the Portland Metro government body, the Portland area gains 500 people in an average week. They estimate that an additional million people will be in the region by 2030. Another estimate says that by 2025, the 6-county Portland metropolitan region will include 2.7 million people – a 40% increase from the 2000 population.

The statistical data statements from [www.visionpdx.com](http://www.visionpdx.com)

### City Population Estimates, July 2008

Portland	557,780
Gresham	101,221
Happy Valley	12,643
Wood Village	3,166
Fairview	9,805
Sandy	8,823



### County Population Estimates, July 2008

Multnomah County	714,567
Clackamas County	380,756

*Population Data provided by US Census Bureau, 2008 Population Estimates, Census 2000*

## COMPETITIVE ANALYSIS

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The local completion for Personal Chef's is a strong. After reviewing a variety of Personal Chef Associations I have been able to determine there are 10-15 Personal Chef Service businesses licensed within the Portland Metro area. Several full service catering companies also provide Personal Chef Services while remaining focused on full service catering for corporate events. The following is a listing of the Personal Chef Service businesses registered and located in Multnomah and Clackamas County.

*What's for Dinner:* Meals are ordered online, prepared frozen and delivered to the customer; they require a minimum purchase and charge a delivery fee.

*Portland Home Chef:* Provides an in-home personal chef service, catering for small parties, teaches classes. They have a small farm and grow produce organically, use local foods and promote green systems for recycling.

*Garden of Eating Catering:* Unique Catering and Personal Chef Services for personal meal preparation and cooking classes, started 2008.

*Black Radish:* Provides Gourmet In-Home Personal Chef Services, catering, classes, intimate dinners or buffets.

*De la Vina:* Personal Chef Services for meals, menu planning and grocery shopping for those who like to cook, cooking classes and special catering events.

*Bella Cucina Catering and Personal Chef Services:* Catering for personal events, weddings, corporate meetings.

*Personal Cuisine, Personal Chef Service:* Provides menu's and meal preparation and catering for personal special events.

*All for the Better:* Freezer to freezer meal service, breakfast or dinner, service for 2 or for families up to 10, dinner parties up to 10 guests, ethnic menu options and cooking classes.

*Veronica Lee's Classical Home Style Cuisine:* Classic gourmet home style cuisine, home dining, dinner parties.

### Other Personal Chef Services:

Home Plate Personal Chef Service and Catering

Simply Irresistible, Personal Chef Nancy

A Chef for All Seasons

Chez Table Personal Chef Services

Mezzaluna Fine Catering and Personal Chef Services

## MARKETING STRATEGY

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The office location for Portlandia Personal Chef Services will be Gresham, Oregon.

The main purpose of this business is will be providing an In-Home Personal Chef Service. It will provide a one-time meal or consistent weekly meals for customers, In-Home Personal Chef Catering for small parties and events, and In-Home Private cooking classes.

The Business will be purchasing healthy and organic produce from local area farmers markets and grocery stores that provide healthy and organic produce options. All vegetable waste will be composted. Food containers will be earth friendly reusable containers. The business will promote the recycling of plastic bags and containers to reducing plastic waste in landfills and keeping the customer and business environmentally and ergonomically friendly.

The Business also work with local area churches and non-profit organizations to teach and train their existing volunteers or employees who oversee planning special events, training them on techniques for food preparation and event planning.

Promotions will be in the form of local area news paper advertisements, radio station announcements and advertisements in magazine publications distributed within the Portland-Vancouver Metro area.

Marketing and advertising budget will be \$500 - \$1000 This budget will include mass marketing efforts by mail, printing color flyers, business cards and letterhead and setting up a website on the internet and other internet bulletins.

The marketing plan will include producing color flyers and brochures, custom business cards, and a company internet web page. Since this business is a service driven industry it will depend largely upon word of mouth from customers by meeting and exceeding their expectations therefore building a customer base of repeat customers and their personal referrals as new customers.

Marketing will focus on the east side of Portland, Gresham, Happy Valley, Sandy and neighboring cities to the Mt. Hood area.

There are no distribution requirements for this business as all food is purchased, delivered, and prepared in the customer's home kitchen or stored in containers in a refrigerator or freezer by the Personal Chef the same day the food is purchased.

## MARKETING STRATEGY

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Pricing and rates will be at current market pricing. The pricing for the food will be distributed to the customer at straight cost. Listed below is price breakdown of potential costs for the Chef Services:

- Food will be billed at direct cost
- Hourly fee for Personal Chef Services \$25.00 per hour
  - The services incorporated into the hourly rate will include and not be limited to: grocery shopping time, food preparation, cooking, clean up, cooking lessons and catering time for small dinner parties or special events.
- Weekly Food Service cost \$275.00
  - Five Meals for a family of 4
- Special Discounted Rate: \$15.00-20.00 per hour
  - Churches, small organizations, special situations or training
- Specialty purchases will be billed with a mark-up from cost, such as:
  - Decorations, party supplies, china, utensils, serving platters
  - Table cloths and linens, serving equipment
  - Food storage containers

Sample Weekly Menu: Meals for 5 days for a family of 4 \$275.00

Monday	<ul style="list-style-type: none"> <li>• Mixed herb salad with tomato, red onion, feta cheese with balsamic vinaigrette</li> <li>• Salmon steamed with fresh herbs and dill garlic potatoes</li> <li>• Berry cobbler</li> </ul>
Tuesday	<ul style="list-style-type: none"> <li>• Tortilla soup with cilantro, avocado, sour cream</li> <li>• Shredded pork carnitas tacos with corn on the cob</li> <li>• Baked apples and cream sauce</li> </ul>
Wednesday	<ul style="list-style-type: none"> <li>• Mixed greens with crumbled goat cheese, dried cranberries, hazelnuts and raspberry vinaigrette</li> <li>• Chicken breasts stuffed with local wild mushrooms, roasted with baked tomato halves</li> <li>• Chocolate crepes filled with chocolate mousse and whip cream</li> </ul>
Thursday	<ul style="list-style-type: none"> <li>• Spinach salad with apricot marmalade</li> <li>• Homemade brown butter potato gnocchi with sage</li> <li>• Blackberry apple crisp</li> </ul>
Friday	<ul style="list-style-type: none"> <li>• Pear arugula salad with champagne honey vinaigrette</li> <li>• Braised Lamb shanks with herbed summer squash</li> <li>• Homemade hazelnut custard with dark chocolate pieces</li> </ul>

Separate menus will be prepared for appetizers and cocktail parties, sit down dinners to include salad, entrées and desserts. Sample Pricing:

Grilled Chicken Caesar Salad	\$6.25
Pasta Primavera	\$4.25
Old Fashioned Pot Roast	\$13.95
Chicken Chimichangas	\$12.95
Lemon Raspberry Cake	\$14.00
Bavarian Apple Tart	\$13.00

## **OPERATIONAL ISSUES**

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The Personal Chef Service will purchase all food fresh at a neighboring grocery store or local area farmers markets. The food will immediately be delivered to and prepared in the customer's kitchen. All meals will be stored in reusable or recyclable containers in a refrigerator or freezer. The business will initially provide glass or reusable food storage containers and assist customers with recycling plastic food containers and bags as it is an environmentally green business.

Facility needs for the Personal Chef Services will be in leasing an office space with several offices, reception area in the City of Gresham. Offices will be outfitted with computers and/or notebooks with appropriate software and accounting systems, customer files and a network phone system that will co-inside with the future growth plans of the company.

Suppliers and vendors will include local area food stores, farmers markets, and various equipment suppliers. The goal of the business is to support local area businesses within the Portland Metro area or neighboring cities.

The technology requirements for the business will require purchasing computer systems along with software, such as MS Office Suite and QuickBooks, etc. to maintain all the businesses records and accounting files. The business will also purchase cell phones and credit cards.

The business will also be looking into two other aspects regarding file storage: 1)an offsite storage system, such as Iron Mountain, for all customer and business files and 2)having a reliable back-up system for all current computer and business files stored off-site from the business location.

## HUMAN RESOURCES REQUIREMENTS

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Personnel requirements for Portlandia Personal Chef Services will require several employees, the Chef and front office personnel. As the business grows, it will potentially add other chefs, kitchen assistants, and event and catering assistants and planners. The Owner will oversee all operations of the business. The Chef will work with the owner to oversee the financial and daily operations with future management training. The front office personnel will be responsible for customer service and maintaining the customer and vendor files. The kitchen assistants will start as interns to aid the Chef in with catering small events and cooking classes.

The Chef will need to be licensed, familiar with purchasing, customer relations, food preparation, handling and storage knowledge. The Chef will also need organization and management skills as they will oversee the kitchen assistants as the different services grow.

Kitchen Assistants will be required to have a minimum education consisting of high school education. They will also have a passion for cooking and serving, exhibit customer service and time management skills. They will start as interns and go through formal training with the Chef as required for all food industry regulations and possess a food handler's card. These positions will begin as part-time interns and potentially become full-time depending upon the growth of the business.

The Front Desk Receptionist will need to have a minimum of a high school education. They will need administrative skills, customer relations, document control capabilities, time management, and able to multi-task and flexibility to change job task priorities as needed.

The organizational chart for the business is on the following pages.

# ORGANIZATIONAL CHART

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## Portlandia Personal Chef Services, LLC. Organizational Chart



## Future Growth Organizational Chart



## FINANCIAL PROJECTIONS

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The Owner has a start up fund of \$25,000 available from the private investors which will provide for the purchase of a computer system and software, office furniture, business licenses, marketing, kitchen utensils and the food storage containers. An additional \$75,000 of start-up capital will need to be borrowed for the lease of a small office, equipment and supplies, and to cover budgeting for employee's salaries.

This budget may seem high but it will be used for acquiring a small lot of land in which to custom build a facility that will incorporate several offices, a full service kitchen to start a full service catering division and begin a garden to grow organic produce along with a variety of herbs and fruit that will benefit the customers.

Expansion will be overseen at a reasonable rate and tightly controlled. Future employment will be paced according to the growth of the business. Kitchen Assistants will start as interns to be hired part-time to potentially full-time employees as the company grows. The business may also use temporary help for short term employment needs.

A forecasted Income Statement for the business is on the following page detailing financial projections for the first year of business.

# INCOME STATEMENT

## Income Statement

Portlandia Personal Chef Service

For Period Ending Dec 31, 2010

(all numbers in \$000)

	Annual	
	Amount	% of Sales
<b>REVENUE</b>		
Gross Sales	\$150,000	
Less sales returns and allowances	\$0	
Net Sales	\$150,000	100%
<b>COST OF SALES</b>		
Beginning inventory	\$400	0%
Plus goods purchased / manufactured	\$100	0%
Total Goods Available	\$500	0%
Less ending inventory	\$200	0%
Total Cost of Goods Sold	\$300	0%
Gross Profit (Loss)	\$149,700	100%
<b>OPERATING EXPENSES</b>		
Selling	\$0	
Salaries and wages	\$0	0%
Commissions	\$0	0%
Advertising	\$500	0%
Depreciation	\$0	0%
Other	\$0	0%
Total Selling Expenses	\$500	0%
General/Administrative	\$0	
Salaries and wages	\$60,000	40%
Employee benefits	\$15,000	10%
Payroll taxes	\$3,000	2%
Insurance	\$0	0%
Rent	\$10,000	7%
Utilities	\$1,500	1%
Depreciation & amortization	\$0	0%
Office supplies	\$1,000	1%
Travel & entertainment	\$1,500	1%
Postage	\$200	0%
Equipment maintenance & rental	\$1,000	1%
Interest	\$0	0%
Furniture & equipment	\$10,000	7%
Total General/Administrative Expenses	\$103,200	69%
Total Operating Expenses	\$103,700	69%
Net Income Before Taxes	\$46,000	31%
Taxes on income	\$0	0%
Net Income After Taxes	\$46,000	31%
Extraordinary gain or loss	\$0	0%
Income tax on extraordinary gain	\$0	0%
<b>NET INCOME (LOSS)</b>	<b>\$46,000</b>	<b>31%</b>

