Appendix 1: Golden River Catering Service Marketing Plan Year 1

Objective 1: Penetrate the social catering market to sell dinners and cocktails starting with 42 events in year one.

Tactics:

- Conduct sales calls to local party planners.
- Participate in annual tasting event in HORECA.
- Obtain lists and send promotional materials to development professionals.
- Increase by at least 3 the event venues that include Golden River Catering Service on the preferred caterer lists at Fine Eastern Restaurant booklet.

Objective 2: Penetrate the catering market for business lunches and meetings.

Tactics:

- Conduct sales calls to all pilot customers.
- Provide at least 5 tasting per year to professional organizations.

Objective 3: Acquire repeat business from existing customers.

Tactics:

- Conduct sales calls to all customers.
- Distribute customer satisfaction surveys.
- Conduct after event phone surveys.
- Send thank you letters.
- Provide giveaways as an appreciation.
- Publicize holiday event promotions.

Appendix 2: The Interview Result With Mr. Hemmy Wong

The Writers: When was the first time you start the catering business?

Mr. Wong : 18-20 years ago. When I joined FER and Netherlands-Hong Kong Society. One time there was Netherlands-Hong Kong Society party and I was asked to organize it. And at the same time I had catering order as well in Brussels. So I organized 2 events at the same time. At the end of the party, Ho Kai Yen, our chairman, mentioned my name as a person who organized that party. He also mentioned I was organizing two events at that time. Then Golden River was being recognized not only as a restaurant but also as a catering service.

The Writers: What is the reason you expand your business to the catering service?

Mr. Wong : I didn't plan it. It just suddenly happened. For me, the main income is from the restaurant operational. Though I get some amount by doing catering but I didn't count it as a main income. But when I do a catering then many people are getting to know Golden River in Laren.

The Writers: So by doing catering you do a PR for Golden River restaurant?

Mr. Wong : Ja.. I am doing my PR job while I provide the catering in many places.

The Writers: So catering is a side job for you?

Mr. Wong : Ja..it can be said like that. As I said, my position as a secretary of FER and being a board member in Netherlands-Hong Kong Society give me opportunity to do that. When I organized the food for some event, then people know Golden River. How come a restaurant from small area can do that big catering for some event?

The Writers: What kind of catering service that Golden River provide?

Mr. Wong : It depends on what customer need and what I can do. And also the requirement. If they just want the food, I give them food. If they ask the service, I give them service too.

Appendix 2: The Interview Result With Mr. Hemmy Wong (continued)

The Writers: So your catering is depend on what your customer wants?

Mr. Wong : I always discusses with the customer first, find out what they need and also the location where we are going to do catering.

The Writers: So.. there is no certain catering service you provide?

Mr. Wong : I just be flexible depends on what the requirements.

The Writers: Do you have certain vision and mission regarding to your catering service?

Mr. Wong : I have no idea about it. I just do it because it is fun. Do catering in customer house, cook in front of the guests. I try to perform the best in my job.

The Writers: How will you communicate your product or service to the customer?

Mr. Wong : I never do a certain marketing for this catering. The problem is the cost. Because for me, do a catering is part of my job. I think it's quite fun to do so.

The Writers: Have you ever decline a catering order?

Mr. Wong : I can't remember that I reject any idea because I think it's fun to do that. Another think as a highlight is when there's a communist party and I am being asked to do catering in Den Haag.

The Writers: How do they know that Golden River can provide catering?

Mr. Wong : Yah..that's what I mean. How do they know that I could be able to do that? I have no idea. Because there's also a lot of Chinese restaurant in Den Haag or Rotterdam that close by. But they asked me to do that. And lots of Chinese people came to the party and surprise how do I got the order to do catering. But It's quite fun. And another think is when the 25th years anniversary of Netherlands-Hong Kong Society and also the ambassador came there. Another thing is when the anniversary of Netherlands-Hong Kong Society. And I was asked to do the catering, because as a board member and they know I am in catering business., so I was in

Appendix 2: The Interview Result With Mr. Hemmy Wong (continued)

charge to set up the whole events. And we discussed how to do this project and I made a menu card. And I designed a scroll and also a fan with the guest's name on it. They asked me how much the cost. I just charged the material cost. I can ask student to made it. And it's fun. And the ambassador was impressed and asked our chairman. Then our chairman introduced me and the ambassador gave the compliment in FER brochure and gave the recommendation about Golden River. Like yesterday I was in big party and I chat with many people. And also I was sitting next to the newspaperman and I gave information about FER, Netherlands-Hong Kong Society. And they will mention my name in newspaper as well.

The Writers: How do you have a channel with the newspaperman?

Mr. Wong : Because of the FER. FER has very good contact with the newspaper. And being a secretary, I can involve. A lot of mails come through my secretary job. And they mention Golden River in newspaper. And I tell them I have done Catering in Brussels, bla..bla..bla… and people get recognized Golden River.

The Writers: How do you promote Golden River catering? Have you ever mentioned that Goden River has a catering also?

Mr. Wong : Ja..Ja… as you can see. Usually I spend time with the guests in restaurant, telling them the story about events I have done.

The Writers: So you are, yourself, is a marketing tool?

Mr. Wong : Ja.. you can say like that. But I am not as talkative as you think I never boast my business. What I'm doing mostly is only chatting with people I met in many events.

The Writers: After all the things you have done with your catering, do you think you still need marketing for your catering?

Appendix 2: The Interview Result With Mr. Hemmy Wong (continued)

Mr. Wong : Actually I have ever thought about it. The problem is I have no person that really is my right hand in the way as my assistant manager. My family is helping me, but I have no body that really, let's say, okay we go to Brussels and do catering and that person will finalize the job. There's no body can do it. I do it by myself. All I can do is.. I have stagiere and I organize it by discussing with stagier. Actually if I really want to do marketing, I have a person like that to do it.

The Writers: Let's say you have a kind a person, do you still want to do marketing for the catering?

Mr. Wong : If I have person to do it and I think my kitchen can produce all the food to do so. It will not become a problem.

The Writers: How do you see your catering business for the next 5-10 years?

Mr. Wong : It's depends on Alex and Yu Lam who I train now. But if they have no willingness to do so, it is hard to do. To do such hospitality things take more times. A lot of things is involving. And as you know I also have problem with the cook, a lot things to fix up in the restaurant.

Appendix 3: Questionnaire in English

Questionnaire

Dear Guest,

We, Nini and Ester, are Hotel Management students from Petra Christian University, Surabaya-Indonesia and Christelijke Hogeschool Nederland, Leeuwarden. We are doing internship in Golden River Chinese Specialiteiten Restaurant in Laren for a year. During the period of traineeship, we have to accomplish our thesis as a final project of our bachelor degree program in Netherlands. Our thesis is about "Developing Marketing Strategy for Golden River Catering Service". We are really grateful for your time and your kindness by filling the following questionnaire as our data source.

I. Personal Defining

1. Name :
2. Profession :
3. Age :
   a. 20-30 years c. 41-50 years
   b. 31-40 years d. >50 years
4. Where do you live?
   a. Laren and the district areas
   b. Others, _____
5. Did you have experiencing Golden River Catering Service?
   a. Yes
   b. No

   If No, you can go directly to questionnaire part **III. Market Research Survey**

II. Customer Satisfaction Survey

1. How many times have you used Golden River Catering in the past year?
   a. 1-5 times
   b. 6-10 times
   c. > 10 times
2. What type of event did Golden River cater for you?
   a. Buffet Meal
   b. Cocktail Party
   c. Sit-down Meal
   d. Food was delivered
3. About how many guest attended that event?
   a. ≤ 25 persons
   b. 26-50 persons
   c. 51-75 persons
   d. 76-100 persons
   e. > 100 persons
4. How much money did you spent last time?
   a. ≤ €100
   b. €101 - €500
   c. €501 - €1000
   d. > €1000

Appendix 3: Questionnaire in English (continued)

5. Please give your opinion below by giving a check (√)

	Excellent	Very Good	Good	Satisfactory	Need Improvement
Food Served					
- Taste	☐	☐	☐	☐	☐
- Portion Size	☐	☐	☐	☐	☐
- Menu Options	☐	☐	☐	☐	☐
Service					
- Politeness	☐	☐	☐	☐	☐
- Cleanliness	☐	☐	☐	☐	☐
- Keep the promise on time	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐
Overall Impression	☐	☐	☐	☐	☐

6. If you ever used other caterers, how did Golden River catering compare to other caterers you have used in the past?
   a. Significantly Better
   b. Better
   c. Comparable
   d. Worse

7. Would you consider using Golden River Catering Service in the future?
   a. Yes
      What type of events would you consider Golden River for? _____
   b. No
      Please explain why?_____

8. Would you recommend Golden River Catering Service to friends and colleagues?
   a. Yes
   b. No
   If No, why not? _____

9. Can you offer any suggestions that will help to improve and develop the business?
   _____
   _____

II. Market Research Survey

1. How often have you used a caterer in the last 12 months?
   a. 1-5 times
   b. 6-10 times
   c. >10 times

2. How much money did you spent last time on catering?
   a. ≤ €100
   b. €101 - €500
   c. €501 - €1000
   d. > €1000

3. Please place a number beside the catering events of each type that you hosted.
   ☐ Sit-down Lunch/Dinner ____ average number of guests
   ☐ Cocktail Party ____ average number of guests
   ☐ Buffet Meal ____ average number of guests
   ☐ Meals delivered but not served ____ average number of guests
   ☐ Other, _____ ____ average number of guests

Appendix 3: Questionnaire in English (continued)

4. What are the top **two** reasons you hire a caterer? (Give 1 for the first reason and 2 for the second reason)

   ____ Taste

   ____ Presentation

   ____ Interesting Menu

   ____ Service

   ____ Price

   ____ Past experience with caterer

   ____ Other, _____

5. Based on your knowledge of your community, what are the effective ways we could advertise Golden River Catering? (Check all that you think would work)

   ☐ Door-to-door Menu Card Distribution

   ☐ Golden River Website

   ☐ Advertise in local newspaper

   ☐ Distribute " tastes" at public area and other community events

   ☐ Press Releases

6. Would you be interested in finding more about Golden River Catering for your catering needs?

   a. Yes

   b. No

   If Yes, please provide contact information.

   Name :

   Address :

   Tel. No. : e-mail :

Thank you for your participation and suggestions. Golden River is looking forward to work with you.

Kind Regards,

Nini and Ester

Appendix 4: Questionnaire in Dutch

Vragenlijst

Beste Gast,

Wij, Nini en Ester, zijn de studenten aan de Petra Christelijke Universiteit in Surabaya-Indonesia en Christelijke Hogeschool Nederland in Leeuwarden. Wij doen een jaar stage in Golden River Chinese Specialiteiten Restaurant in Laren. Tijdens de stage, moeten wij een proefschrijft maken voor ons bachelor examen n Nederland. Ons onderwerp is ‘‘Developing Marketing Strategy for Golden River Catering Service‘‘. We willen u vragen om ons daarbij te helpen door de volgende vragenlijst voor ons in te vullen. Wij zijn werkelijk dankbaar als u zo vriendelijk zou willen zijn om er uw tijd aan te besteden.

I. Personal Gegevens

1. Naam :
2. Beroep :
3. Leeftijd :
   a. 20-30 jaar c. 41-50 jaar
   b. 31-40 jaar d. >50 jaar
4. Waar woont u?
   a. Laren en het gooi
   b. Elders, _____
5. Had u het ervaren van de Golden River Catering?
   a. Ja
   b. Nee

   Ga als u Nee, invult rechtstreeks naar vragenlijstdeel **III. Marktonderzoek**.

II. Onderzoek naar de Tevredenheid van de Klant

1. Hoeveel keer heeft u de Golden River Catering in het afgelopen jaar gebruikt?
   d. 1-5 keer
   e. 6-10 keer
   f. > 10 keer

2. Welke soort maaltijd verzorgde de Golden River voor u?
   a. Lopend Buffet
   b. Cocktail Partij
   c. Zitten aan tafel geserveerd
   d. Allen het voedsal werd geleverd

3. Hoeveel gasten waren er ongeveer?
   a. ≤ 25 personen
   b. 26-50 personen
   c. 51-75 personen
   d. 76-100 personen
   e. > 100 personen

4. Hoeveel heeft het de laatste keer gekost?
   a. < €100
   b. €101 - €500
   c. €501 - €1000
   d. > €1000

Appendix 4: Questionnaire in Dutch (continued)

5. Wat was uw mening? Hieronder aangeven met een vinkje (√)

	Uitstekend	Zeer Goed	Goed	Bevredigend	Wat is voor verbetering vatbaar
Voedsel					
- Smaak	☐	☐	☐	☐	☐
- Hoeveelheid	☐	☐	☐	☐	☐
- Menu Keuze	☐	☐	☐	☐	☐
De Service					
- Beleefdheid	☐	☐	☐	☐	☐
- Netheid	☐	☐	☐	☐	☐
- Kwam de maaltijd op de beloofde tijd?	☐	☐	☐	☐	☐
Prijs	☐	☐	☐	☐	☐
Algemene Indruk	☐	☐	☐	☐	☐

6. Als u ooit andere traiteurs hebt gebruikt, hoe ergelijkt u de Golden River Catering met die anderen?
   a. Beduidend Better
   b. Beter
   c. Vergelijkbaar
   d. Slechter

7. Denkt u de Golden River Catering in de toekomst weer te gebruiken?
   a. Ja
   Bij wat voor een gelegenheid denkt u Golden River te gebruiken?
   _____
   b. Nee
   Waarom niet? _____

8. Zou u de Golden River Catering aan vrienden en collega's adviseren?
   a. Ja
   b. Nee
   Indien Nee, waarom niet? _____

9. Heeft u suggesties die zullen helpen om de catering te verbeteren?
   _____
   _____

III. Marktonderzoek

1. Hoe vaak heeft u in de laatste 12 maanden van een traiteur gebruikt gemaakt?
   d. 1-5 keer
   e. 6-10 keer
   f. >10 keer

2. Hoeveel geld u besteedde laatste tijd aan catering?
   e. ≤ €100
   f. €101 - €500
   g. €501 - €1000
   h. > €1000

3. Plaatst u een aantal naast de caterings van elk type dat u had, alstublieft.
   ☐ Lunch/Diner ____ gemiddelde aantal gasten
   ☐ Cocktail Partij ____ gemiddelde aantal gasten
   ☐ Lopend Buffet ____ gemiddelde aantal gasten
   ☐ Geleverde maaltijd zonder service ____ gemiddelde aantal gasten
   ☐ Andere, _____ ____ gemiddelde aantal gasten

Appendix 4: Questionnaire in Dutch (continued)

4. Wat zijn voor u de belangrijkste **twee** redenen om een traiteur in te huren? (Geeft met een nummer aan)

   ____ Smaak

   ____ Presentatie

   ____ Interessant Menu

   ____ De Service

   ____ Prijs

   ____ Afgelopen ervaring met traiteur

   ____ Andere, _____

5. Gebaseerd op uw kennis van uw omgeving, wat zou de beste manier zijn om de Golden River Catering bekendheid te geven? (Geeft met een vinkje (√) aan)

   ☐ Het huis-aan-huisverspreiden van de menukaart

   ☐ Golden River Website

   ☐ Advertentie in lokale krant

   ☐ Hapjes uitdelen op straat bij openbare gelegenheden en festiviteiten

   ☐ Redaktionele berichten in de pers

6. Heeft u behoefte aan meer informatie over Golden River Catering?

   a. Ja

   b. Nee

   Zo Ja, hieronder graag uw naam en adres.

   Naam :

   Adres :

   Tel. Nr. : e-mail :

Dank u voor uw hulp en suggesties. De Golden River ziet ernaar uit om u van dienst te zijn.

Vriendelijke groetjes,

Nini and Ester