



Menu of Consulting Services

Management Consulting

Strategic Planning

Be proactive not reactive. Take the time and start with a strategy for success. We will discuss the many ways in which to position and improve your company and map out a strategy for growth. When you take the time to set forth a strategic plan at the outset of each and every year, you can hold yourself more accountable, stick to the tasks at hand and measure your results. Don't you deserve the time to plan and strategize?

Financial Management

Have you looked at your financials lately? Are you frustrated with not knowing what the numbers really mean? We will help you understand your financial situation by digging deep into the P & L. We can make recommendations for restructuring your P & L, expanding or adjusting your chart of accounts to give you the best and most accurate interpretation of what your numbers are telling you about the income and expense of your business. We'll also help you get a grip on your payables and receivables. We know the industry benchmarks, but we want you to know how you are making or losing money and how you can operate more efficiently and bring more to the bottom line.

Sales & Leadership Training

Your sales team is critical to the growth and success of your business. They are your liaison to customer satisfaction, and represent your style and convey your vision. They can be the nicest, friendliest and most capable people in the world, but without the proper sales tools they will not be as productive as possible. We will help you implement proven methods to help increase sales by structuring the communication between sales reps, customers, venues, sub-vendors and the back of the house. We will help motivate your sales & management team to fine-tune their leadership skills.

Human Resources

Most small businesses do not have access to the tools of Corporate America. Most of the time this seems like a perfectly acceptable and as some would say, preferred mode of operation. However, when it comes to Human Resources, wouldn't it be nice to have templates and guidance for written documents like non-compete and confidentiality agreements, job offers, benefits packages, performance evaluations and the like? We've got them and we can advise you. We can even function as your outsourced HR department. We can shop your insurance, place your help wanted ads, screen your candidates and even deliver the occasional bad news. We're not emotionally involved.



Communication

One of the things we've noticed about small business is how many wonderful companies are so challenged when it comes to maintaining an open and honest communication among management or management and staff, or staff and staff. We have witnessed passive aggressive behavior, demeaning leadership and less than stellar resolution of conflict. It doesn't have to be this way. We are experts in group dynamics, conflict resolution and facilitation, and we have had great success in encouraging a better communication in the workplace. We set the standard by listening carefully, articulating key points of interest or contention, and speaking directly to resolution. We're not emotionally involved.

IT & Software Integration

If you don't jump on the train, you'll be left standing at the station. Don't worry we'll help you jump on. We've got resources in IT and experience with most of the major industry software programs as well as some proprietary stuff that might help you. We know about "cloud computing" and we think that web based solutions can be a great step for small business. You can count on us to help you integrate new into old.

Marketing & Media Consulting

Caterconsult. Inc can be your outsourced marketing agency at a fraction of the cost of regular marketing agencies.

Website Design, Development, Editing & SEO

The single most important business marketing tool is your company website. We can either work with a designer and programmer of your choice or use ours. Whether it's a build-out from scratch or a rebuild, we will direct the project, review existing content, set the navigation and create an outline. We will also write or edit the text and coordinate the graphics and photos and integrate with social media.

(Designer, programming and web hosting are available and quoted separately)

Social Media

We will edit your existing pages so that you can maximize the potential of both LinkedIN & Facebook as well as Pinterest & Instagram in building your brand. If you have not yet created profiles on these powerful networking sites, we can do it for you.

Email Marketing & Social Media Campaigns

Email marketing is essential for staying on the radar of your contact list. Giving your subscribers something meaningful each month is the goal. In addition, tying the email marketing to your social media platforms will give you more reach and readability.



Print Marketing

We can direct or advise on the production and editing of all printed materials including flyers, promotions, business cards, and other marketing materials to ensure branding consistency.

Advertising, Graphic Direction, Editing, PR & Creative Content

PR & Media Management

Graphic Direction and Management of brochures, flyers or other printed promotional materials

Ad Sourcing, Placement, Development and Art Direction

Copywriting and Editing

Organizing Computer Files

Shooting and/or Managing Digital Photography Files

Video Production Coordination

Operations Consulting

Standard Operating Procedures (SOP's)

Tired of popping fuses with coffeemakers & convection ovens, witnessing the magic of disappearing linen bags, or noticing that the van keys are seldom returned to the right hook? We will assess your business procedures and create standards that will help you save time, money and aggravation on a daily basis.

Event Design

An essential part of any successful restaurant or catering company is the ability to create new and different food and event concepts and designs. We will share, teach and train you and your staff cutting edge ways to WOW your customers. Take your presentation from good to great.

Staff Training

Training should be an ongoing endeavor for anyone in the food service industry. We have training programs for both restaurant and catering staff, and can motivate any team to sell more and make more, with an emphasis on customer service.

Menu Development

We will review your current menu along with any competitor's menus, with consideration to your current market and product availability. We will make suggestions for updating items and deleting items. We will bring some new ideas to the plate and our focus will always be on creating a profitable menu which showcases your unique culinary muscle.



Food Cost Controls

One of the most critical mistakes any foodservice operation can make is not understanding food costs and how even a slight fluctuation can make a big difference at the bottom line. Your food cost is a major cost center which can make or break your business. We will review your food cost, inventories and menus to help you gain a strong control of purchasing and profitability.

Recipe Development

Is your food quality consistent? Are you concerned that your staff cannot make the same sauce the same way twice? Recipe development will clear the hurdles of inconsistency on an on going basis. It will also contribute to a better control of your food cost.

Kitchen Management

Who's running your kitchen? Who is in control? After spending time in your kitchen and watching your operation in progress, we will offer suggestions for better organization, more efficient production, tighter inventory and purchasing controls and a more structured yet collaborative kitchen environment.

Food Concepts

With new trends come new and creative ideas. Our cutting edge culinary team takes what's old and makes it new. Our innovation in the kitchen is legendary and as industry leaders we will teach you new and profitable ways to execute the jaw-dropping feats that will set you apart from the competition.