The Professional Caterers Handbook

The Professional Caterers' HandbookProfessional Caterer's HandbookThe Professional Yoga Teacher's HandbookMarketing for CaterersWilling's Press Guide Catering EssentialsVolume one (two) of Lynn's acting edition, and 'One at a time' seriesWilling's Press Guide and Advertisers' Directory and HandbookLynn's practical hints on making-upThe Steward's Handbook and Guide to Party CateringMusic Business Handbook and Career GuideProfessional CateringCareer HandbookAmerican Book Publishing RecordContinental Handbook & Guide to Western EuropeMusic Business Handbook & Career GuideWilling's Press Guide and Advertisers' Directory and HandbookHandbook and Guide for Selecting a Career and Preparing for the FutureGuide to American DirectoriesSubject Guide to Books in Print Lora Arduser Douglas Brown Sage Rountree Michael Roman Rodelo Salburo Richard A Neville Lynn Richard A Neville Lynn Jessup Whitehead David Baskerville Stephen B. Shiring Patrick Pringle David Baskerville The Professional Caterers' Handbook Professional Caterer's Handbook The Professional Yoga Teacher's Handbook Marketing for Caterers Willing's Press Guide Catering Essentials Volume one (two) of Lynn's acting edition, and 'One at a time' series Willing's Press Guide and Advertisers' Directory and Handbook Lynn's practical hints on making-up The Steward's Handbook and Guide to Party Catering Music Business Handbook and Career Guide Professional Catering Career Handbook American Book Publishing Record Continental Handbook & Guide to Western Europe Music Business Handbook & Career Guide Willing's Press Guide and Advertisers' Directory and Handbook Handbook and Guide for Selecting a Career and Preparing for the Future Guide to American Directories Subject Guide to Books in Print Lora Arduser Douglas Brown Sage Rountree Michael Roman Rodelo Salburo Richard A Neville Lynn Richard A Neville Lynn Jessup Whitehead David Baskerville Stephen B. Shiring Patrick Pringle David Baskerville

do you need a comprehensive book on how to plan start and operate a successful catering operation this is it an extensive detailed manual that shows

you step by step how to set up operate and manage a financially successful catering business no component is left out of this encyclopedic new book explaining the risky but potentially highly rewarding business of catering whether your catering operation is on premise off premise mobile inside a hotel part of a restaurant or from your own home kitchen you will find this book very useful you will learn the fundamentals profitable menu planning successful kitchen management equipment layout and planning and food safety and haccp the employee and management chapters deal with how to hire and keep a qualified professional staff manage and train employees and report tips properly in accordance with the latest irs requirements the financial chapters focus on basic cost control systems accounting and bookkeeping procedures auditing successful budgeting and profit planning you II also master public relations and publicity learn low cost internal marketing ideas and discover low and no cost ways to satisfy customers one section of the book is devoted to home based catering entrepreneurs with low startup costs and overhead a home based catering business can be an ideal do it yourself part or full time business another section is for restaurateurs that wish to add catering to their restaurant operation a successful restaurant s bottom line could be greatly enhanced by instituting catering functions in slow hours or down time for example many restaurants are closed on saturday afternoons so this would be an ideal time to create a profit by catering a wedding this book is also ideal for professionals in the catering industries as well as newcomers who may be looking for answers to cost containment and training issues there are literally hundreds of innovative ways demonstrated to streamline the companion cd rom is included with the print version of this book however is not available for download with the electronic version it may be obtained separately by contacting atlantic publishing group at sales atlantic pub com atlantic publishing is a small independent publishing company based in ocala florida founded over twenty years ago in the company president s garage atlantic publishing has grown to become a renowned resource for non fiction books today over 450 titles are in print covering subjects such as small business healthy living management finance careers and real estate atlantic publishing prides itself on producing award winning high quality manuals that give readers up to date pertinent information real world examples and case studies with expert advice every book has resources contact information and web sites of the products or companies discussed

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a guide to the press of the united kingdom and to the principal publications of europe australia the far east gulf states and the u s a

this practical handbook presents an informative guide on starting up a catering business it is written by a food service professional who has been in the industry for more than 10 years the author shares knowledge and expertise in various fundamentals of creating a successful catering business further the author carefully emphasizes the importance of becoming an effective efficient and effectual caterer by including tips reminders and concrete solutions on certain issues and concerns in catering this handbook is a valuable resource material to all aspiring caterers and even professional caterers the guide notes are very simple and easy to follow important information have been highlighted for better understanding the handbook also has discussion questions to follow up comprehension and would further facilitate classroom interaction and learning generally this handbook is for everybody who wants to have a successful catering business

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