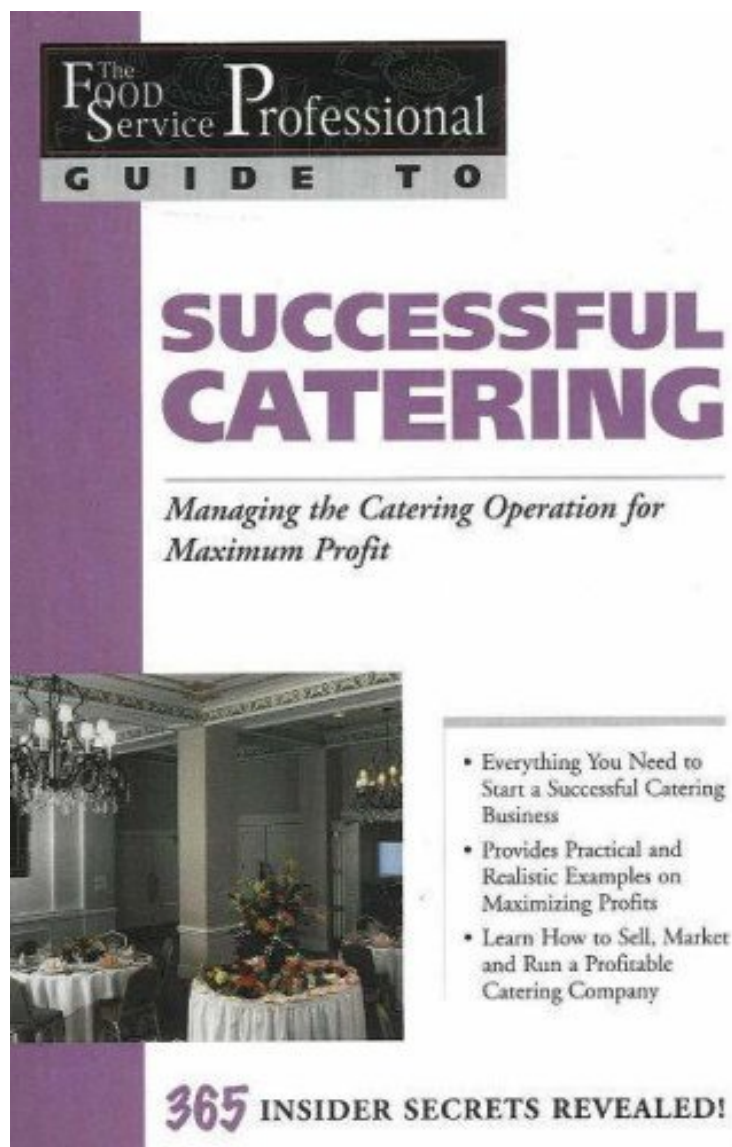


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0 of 0 people found the following review helpful. Not ImpressedBy CatsEyeI really was expecting a little more as the quote says "you get what you pay for" Though it was in all OK9 of 9 people found the following review helpful. Shallow and error-filledBy Bradley EmsAs a primer for someone who is contemplating the launch of a catering business, this book is a decent guide to things one might need to think about: Menu, food safety, project management of jobs, insurance, extras, pricing, etc., but it's far too short to delve to any of its subjects with any useful depth. You would do just as well - or better - with a few hours of Googling. In fact, the authors of the book rely significantly on the reader charging off to the web to supplement the book's information. Pardon me, but if I'm going to do that, why do I need to give you money for this book?Add to the shallowness of the subject matter the issue of errors in the text. There are countless typographical errors, misspellings and other mistakes that lead one to conclude this book was rushed to print with little in the way of competent editing. At one point, for example, in discussing pricing and profit calculation, the author offers a sample menu and labor cost which comes to 44% of the selling price, then announces that one's profit would be...44%. Uh, no, that would be a 56% gross profit, fella. Worst, cost and price are used seemingly interchangeably, leading to confusion about upon what one is supposed to base one's pricing. An inexcusable lapse on a topic that is, after all, at the core of what opening a business is all about: Making money.In short, if you're thinking about opening a catering business, you should really look elsewhere for usable, accurate information.13 of 15 people found the following review helpful. Practical "real world" examples for maximizing profitsBy Midwest Book ReviewOne of the newest additions to the Atlantic Publishing Group's outstanding "The Food Service Professional" series, The Food Service Professional Guide To Successful Catering: Managing The Catering Operation For Maximum Profit. Here revealed are 365 "insider secrets" showcasing everything necessary to launch a successful catering business; practical "real world" examples for maximizing profits; and clear, accessible instructions on how to sell, market, and operate a catering operation profitably no matter what part of the country it is located in. If you are considering your own catering company as an entrepreneurial small business, then give a close and careful reading to Sony Bode's The Food Service Professional Guide To Successful Catering: Managing The Catering Operation For Maximum Profit!

This series of fifteen books - The Food Service Professional Guide TO Series from the editors of the Food Service Professional magazine are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast-to-read, easy to understand and will take the mystery out of the subject. The information is boiled down to the essence. They are filled to the brim with up to date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you will not find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the theory. Every paragraph in each of the books are comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas. You will be using your highlighter a lot! The best part aside from the content is they are very moderately priced. The whole series may also be purchased the ISBN number for the series is 0910627266. You are bound to get a great new idea to try on every page if not out of every paragraph. Do not be put off by the low price, these books really do deliver the critical information and eye opening ideas you need to succeed without the fluff so commonly found in more expensive books on the subject. Highly recommended!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. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 144 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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