

Personal Chef

Business Plan

**A huge congratulations to you on starting your very own personal chef business! It may feel intimidating, but by having a solid business plan in hand, you’ll be able to map your way to success and keep yourself on the right track no matter where your business takes you.**

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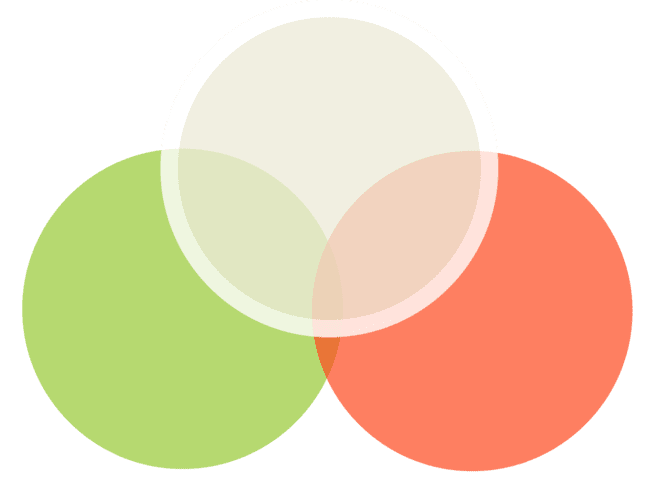
**Instructions**

**Before you begin ﬁlling out the ﬁelds on this template, be sure to create the cover page ﬁrst. This should include your:**

* **Business logo**
* **Name**
* **Address**
* **Phone number**
* **Email address**
* **Website**

Once you’ve completed this step, use the text boxes beneath each section to add your text. The *italicized* text is there to remind you what to include in each section. Make sure to delete and replace it with information about your business when you’re ready.

**Let’s get started!**



INSERT YOUR

**Business Logo Here**

Insert your contact information here

456 Business St

(123)123-1231

[yourbusinessname@gmail.com](mailto:yourbusinessname@gmail.com)   
[www.yourbusiness.com](http://www.yourbusiness.com/)

# Executive Summary

*In this section, provide a brief and exciting overview of your bartending business. Consider including the following points:*

* + *The service you’re providing*
  + *Your mission statement*
  + *Basic information about your employees*
  + *Where you plan to operate your business*
  + *What types of events you plan on booking (weddings, corporate parties, festivals, etc.)*

# Company Description

*This section can be more detailed and descriptive than the executive summary. There is no shortage of information you can provide here, but we recommend including the following points to give a decent overview of your business.*

## Branding

*This includes:*

* *Your business’ name*
* *Logo*
* *Color scheme*

## Sample Menu and Pricing

*Use this section to outline what you want your menu to look like. It’s important to know this information when you add up your total operating expenses and do your break-even analysis later on.*

## Legal Structure of Your Business

* *Sole proprietorship, LLC, Corporation, etc.*

# Market Analysis

*In this section, identify the following:*

* *Target market*
* *Location analysis*
* *Competitive analysis*

# Marketing Strategy

*A marketing strategy is part of any good business plan. While you might make changes to this as your business grows or as new marketing tools emerge, consider how you might use the following to attract new clients and retain existing ones:*

* *Website*
* *Social media marketing*
* *Word-of-mouth referrals*
* *Paid advertising*
* *Local marketing (e.g. Google Business Proﬁle)*

# Loans and Financing

*If you need funding for your business, this is where you’ll write your investor pitch.*

* *Include how much money you’ll need*
* *Outline how you will get the money you need (SBA loans, microloans, lines of credit, etc.)*
* *Detail how you will spend the investors’ funds*

*If you don’t need funding or have already secured enough, use this space to outline how much you’ve received and from what sources, as well as how you’ve been spending this money on your business.*

# Operation Costs and Financial Projections

*Your total operating expenses include the money you spend on equipment/gear, ingredients, insurance, permits/licenses, commuting, and more. Be sure to include the following here:*

* *Total operating costs (costs of goods sold + operating expenses)*
* *Break-even analysis*
* *Cash ﬂow analysis*

# Certiﬁcate of Insurance (COI)

*Include your COI here. Don’t have insurance yet? Get* [*personal chef insurance*](https://www.fliprogram.com/personal-chef-insurance) *from Food Liability Insurance Program (FLIP) starting from $25.92/month.*



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