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Our Idea

- **A nutrition catering company that offers packages for educational purposes that includes information on education for healthy living and is on top of the up and coming health trends and products.**
- **These will be corporate and private.**
- **We will have a yoga instructor, acupuncturist, and masseuse.**

Vision

- **To cultivate a healthy mind, to provide information on healthy eating, and form a healthy body image.**

Mission

- **Our mission is to provide our clients with the newest and latest and most trusted nutrition information and products as well as techniques to ensure a healthier and happier lifestyle.**
- **We promise to provide holistic healthful information for our clients and our services will influence and improve the client's everyday life.**

Core Values

- **Holistic**
- **Healthy**
- **Sustainable**
- **Honest**
- **Trustworthy**
- **Professional**
- **Friendly**
- **Engaging**

Market Research

- From Grey to Green: A raw foods culinary education institution.
- Foods for Life: Encourages health promotion and healthy living for both the environment and the individual.
- Village Health Market: Teaches consumers how to prepare and enjoy organic foods to the fullest.
- Eva's Health Food: A catering company focused solely on health education and promotion.
- Real Food for Real Kids: A catering company geared towards elementary schools and camps for healthy food promotion.
- Organic Oasis: Organic food suppliers and caterers for Alaskans.
- Green Truck: Organic foods on the go in a travelling food truck.

Market Research

- Pure Life Studio, Sauna Detoxification Therapy- Personalized detoxification program and a holistic approach to better nutrition
- The Healthy Chef- An alternative, healthy method of cooking that caters at venues
- Green Eats- A "farm to kitchen" catering and personal chef specializing in vegetarian and/or organic meals
- Charlie's Angels Catering & Event Planning- Healthy and international catering specializing in certain dietary requirements
- Village Health Market- Healthy family catering and groceries
- A Touch of Sugar Healthy Lifestyle- Food service for persons living with health states that need special attention
- Milano Retreats- A retreat ranch that uses nutrition, yoga, movement and massage to promote health and wellbeing

Market Research

- The Catering Company – A name that's easy to remember – great food you'll never forget.
- The CATERING Company - A special event and creative food group.
- Santa Barbara Catering - Creating unforgettable events by exceeding your expectations with innovative cuisine, exceptional service and creative presentation.
- Duham Catering Co. - Accommodating parties both big and small in a variety of venues.
- New York Food Company - Great Food. Great Events. Anywhere. Anytime.
- Bennie Ferrell Catering - Be a guest at your own party...imagine the difference.
- Portland Catering Company - There's no better way to impress, except with the best!

Market Research

- Fit and Fabulous - Organization that hosts nutrition parties for women looking to lose weight.
- Breakthrough Personal Fitness and Nutrition - Organization that caters to people looking to lose weight and increase health with the help of fitness and nutrition experts.
- Delish Dish - An organization owned by a chef who hosts dinner parties and teaches the art of healthy cooking.
- Healthy Gatherings - A health and nutrition service that provides counseling and information to people looking to increase health in their lifestyle.
- Village Heath Catering - An independently owned health food store dedicated to offering a complete selection of quality organic and natural products.
- Nutrition Connections - A nutrition service that serves corporate businesses looking to increase wellness in their company.
- Healthy by Jenny - Jenny is a fitness instructor who helps people looking to try new fitness routines, lose weight and have a healthier.

Grant

- **CFDA Number(s):** 93.113 Environmental Health, 93.121 Oral Diseases and Disorders Research, 93.173 Research Related to Deafness and Communication Disorders, 93.226 Research on Healthcare Costs, Quality and Outcomes, 93.242 Mental Health Research Grants, 93.286 Discovery and Applied Research for Technological Innovations to Improve Human Health, 93.307 Minority Health and Health Disparities Research, 93.361 Nursing Research, 93.399 Cancer Control, 93.837 Cardiovascular Disease Research, 93.8447 Diabetes, Digestive, and Kidney Disease Extramural Research, 93.865 Child Health and Human Development Extramural Research, 93.866 Aging Research and, 93.879 Medical Library Assistance
- **Funding Opportunity Number:** PAR-10-133
- **Creation Date:** Mar 12 2010
- **Closing Date for Applicants:** May 07, 2013
- **Category of Funding Activity:** Education, Environment, Food and Nutrition, Health, and Income Security and Social Services
- **Expected Number of Awards:** -
- **Estimated Total Program Funding:** ---
- **Description:** The ultimate goal of this program announcement is to encourage empirical research on health literacy concepts, theory and interventions as these relate to the U.S. Department of Health and Human Services public health priorities that are outlined in its Healthy People initiative. Health literacy is defined as the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions. Mechanism of Support. This FOA will utilize the R01 grant mechanism and runs in parallel with FOAs of identical scientific scope, PAR-10-134 that encourages applications under the R03 grant mechanism, and PAR-10-135, that encourages applications under the R21 grant mechanism. Funds Available and Anticipated Number of Awards. Awards issued under this FOA are contingent upon the availability of funds and the submission of a sufficient number of meritorious applications. Because the nature and scope of the proposed research will vary from application to application, it is anticipated that the size and duration of each award will also vary. The total amount awarded and the number of awards will depend upon the mechanism numbers, quality, duration, and costs of the applications received.

Grant

- Funding Opportunity Number: PA-10-152
- Creation Date: Mar 24, 2010
- Original Closing Date for Applications: May 07, 2013
- Current Closing Date for Applications: May 07, 2013
- Category of Funding Activity: Education, Health
- Estimated Total Program Funding:
- Award Ceiling:
- Award Floor:
- CFDA Number(s): 93.213 -- Research and Training in Complementary and Alternative Medicine , 93.393 -- Cancer Cause and Prevention Research , 93.837 -- Cardiovascular Diseases Research , 93.866 -- Aging Research
- **Eligible Applicants:** State governments, County governments, City or township governments, Special district governments, Independent school districts, Public and State, controlled institutions of higher education, Native American tribal governments (Federally recognized), Public housing authorities/Indian housing authorities, Native American tribal organizations (other than Federally recognized tribal governments), Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education, Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education, Private institutions of higher education, For profit, organizations other than small businesses, Small businesses, Others (see text field entitled "Additional Information on Eligibility" for clarification)
- **Agency Name:** National Institutes of Health
- **Description:** Purpose. The goal of this funding opportunity announcement (FOA) is to invite Research Project Grant (R01) applications investigating the role of diet composition in energy balance, including studies in both animals and humans. Both short and longer-term studies are encouraged, ranging from basic studies investigating the impact of micro-or macronutrient composition on appetite, metabolism, and energy expenditure through clinical studies evaluating the efficacy of diets differing in micro- or macronutrient composition, absorption, dietary variety, or energy density for weight loss or weight maintenance. Mechanism of Support. This FOA will utilize the Research Project Grant (R01) award mechanism. Funds Available and Anticipated Number of Awards. Because the nature and scope of the proposed research will vary from application to application, it is anticipated that the size and duration of each award will also vary. The total amount awarded and the number of awards will depend upon the mechanism numbers, quality, duration, and costs of the applications received.

Grant

- **Grant:** Public Prevention Health Fund: Health Promotion and Disease Prevention Research Centers: Special Interest Project Competitive Supplements (SIPS)
- **CFDA Numbers:** 93.542 -- Health Promotion and Disease Prevention Research Centers: Affordable Care Act (ACA) Special Interest Project Competitive
- **Funding Opportunity Number:** RFA-DP-09-001
- **Creation Date:** April 11, 2011
- **Closing Date for Applications:** June 01, 2011
- **Category of Funding Activity:** Health
- **Estimated Total Program Funding:** \$700,000
- **Description:** This RFA will provide supplemental funding to universities funded as Prevention Research Centers, to design, test, and disseminate effective prevention research strategies in chronic disease prevention and control in the areas of: Access to Health Services, Educational and Community-Based Programs, Environmental Health, Health-Related Quality of Life and Well-Being, Nutrition and Weight Status, Physical Activity, Social Determinates of Health, Tobacco Use, and others. This funding opportunity announcement (FOA) solicits cooperative agreement applications from applicant organizations that propose to (1) focus on the major causes of death and disability, with an emphasis on underserved and vulnerable populations (2) improve public health practice through community-based participatory research, and (3) design, test, disseminate, or translate effective public health programs at the state and community level in keeping with the purpose of the Affordable Care Act (ACA).

Justification for Product

- **Monthly Allowance:** Our monthly budget will consist of a \$100 allowance for miscellaneous broken dishware, drink-ware, missing or broken flatware and other small inventory upkeep. This allowance does not have to be used if it is not needed and is just available so that all equipment we have for catering services is kept in pristine condition. This can be carried over from month to month if it is not used in the previous month, as to conserve money, but for each month this will be the amount that is ready to use.
- **Food:** In order to figure out an idea for the monthly budget we consulted Sally Shepherd, the manager at Hamilton Dining Hall. She said it would be a good idea to figure out how many people we plan on serving per week, and how much on average we plan on serving per head. Then take 25-30 percent of that and that should be around what we should budget for food costs. So we plan to serve 100 people per day on average 5 days a week. That is 500 people per week, and on average it would be about 12 dollars per head. Average weekly food sales is \$6,000 dollars, and with 5 weeks in a month that would be \$30,000 dollars a month. 30 percent of \$30,000 is \$9,000.

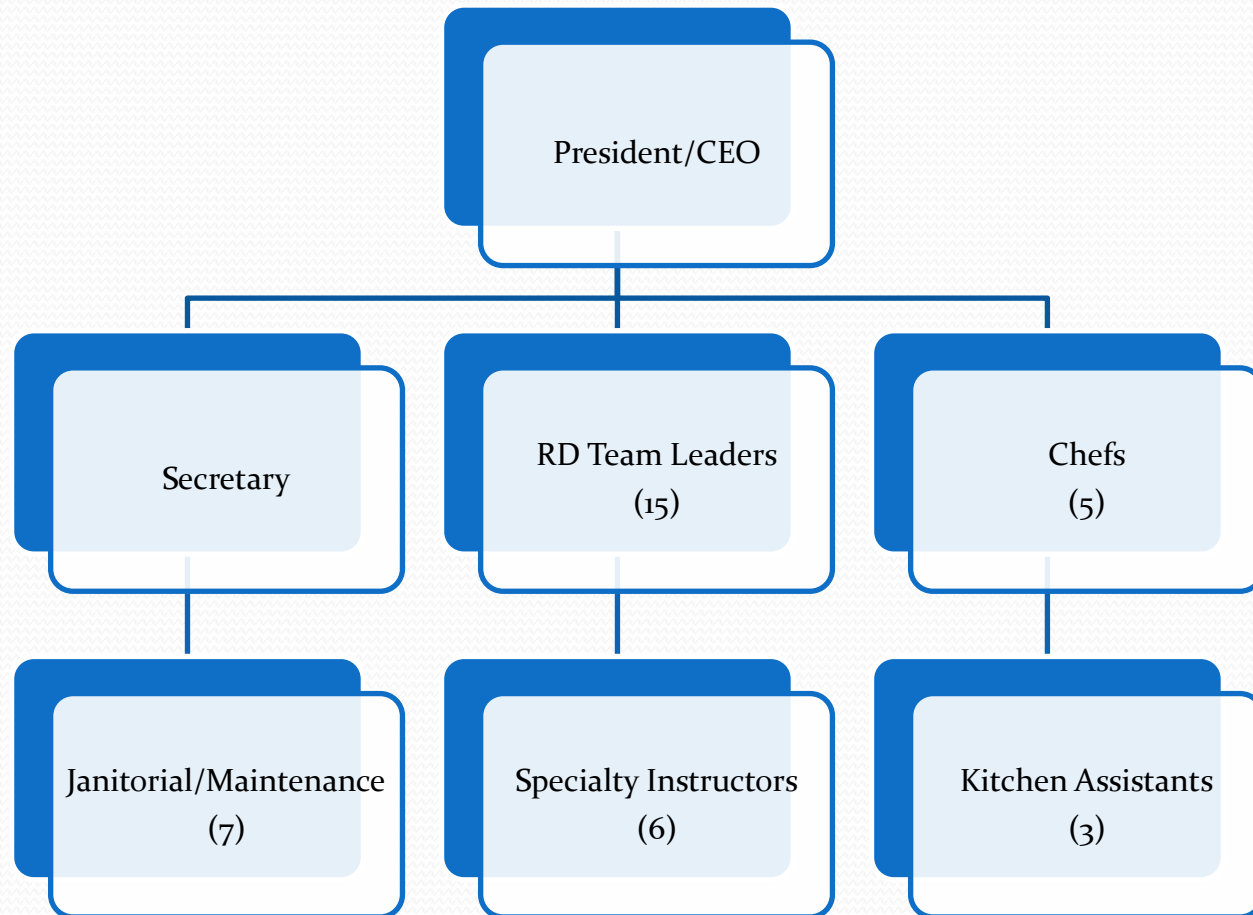
Justification for People

- **Hours of Operation:** We are open from 8:00 AM to 5:00 PM Monday through Saturday, because these are standard business hours. A voicemail and email address is also available for those who cannot stop in during our business hours. Corporate and private seminars, however, can be given later than 5:00 PM.
- **Number of Staff:** We will have one president/CEO, fifteen RD team leaders, six specialty instructors, one secretary, seven janitorial/maintenance, five chefs and three kitchen assistants. We need this many people to fully staff and kitchen and meet customer demands of our daily appointments.
- **Benefits:** Each salaried worker will receive two weeks a year for vacation or sick leave, and a flex-spend dental and healthcare insurance plan. We also include pregnancy leave, and workers compensation. Benefits give employees incentive to stay with the company and help it grow.
- **Staff Development:** There are mandatory training sessions before hiring and at the beginning of every new season. Continued education is available, and yoga/massage therapy certification for any interested employees. Continued education is invaluable to our employees and ensures that our business stays on the forefront of new information, trends, and techniques.

Justification for Place

- The industrial space we have decided to lease is a building that contains a banquet hall, two snack bars, an upper and lower level kitchen. We decided to lease this building because we are just starting our business and we don't know how we will do, leasing is less expensive than buying a space and we don't want to lose the investment in our property if our business turns out non-profitable.
- Our business needs the services we have priced out because we want to be as open as possible for prospective clients to contact us and order packages for their conferences or parties. Our telephone and internet are bundled because we could get a cheaper price by combing them. These will give our clients the opportunity to order packages by phone and/or e-mail. We will also need these services to find out and stay on top of the new and latest trends that we want to incorporate into our practices to give our clients the best service available for the price they are paying for. In our marketing expenses we factored in the costs to publicize in catalogs, websites, and in literature such as magazines. We also cost in for promotions for companies and on shows. There also were cost factors for public relations, seminars to promote our company, as well as service and training for our employees to always been on top of the new trends.
- The money we are using to budget these costs are to cover standard operating costs.

Organizational Chart





Master Budget Sheet



Marketing Brochure



Marketing Business Cards



Menu