



PROPOSAL KIT SAMPLE

Food Services Proposal

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Read this article for more help - [How to Write a Food Industry or Catering Business Proposal](#)

Emily Robinson
Corporate Events Director
Keytronic EMS
9721 E Valley Way
Greenacres, WA 99218

Ms. Robinson,

Thank you for the grand tour of your facility last week. I can now understand in greater detail why onsite catering is such a priority for you. I have included our proposal for you that outlines the catering services we discussed.

As you know, Van Gogh Café & Catering has won many industry awards for excellence in our field. We take great pride in our work and it shows. Whether an employee lunch or a VIP dinner, quality and presentation are always a priority.

The attached cost summary is based on current pricing available and is valid for the next 14 days. The start-up schedule is based on a April 2 acceptance date.

I look forward to ground breaking this exciting project with you. Please call me anytime if I can answer any questions.

Sincerely,

Simone Vander
Catering Director
Van Gogh Café & Catering
206-246-5147
Simone@VanGoghCafe.com
www.VanGoghCafe.com



Proposal

Café and Catering Services

Prepared for: Emily Robinson
Corporate Events Director

Prepared by: Simone Vander
Catering Director





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Executive Summary

The Objective...

Keytronic EMS is in need of an onsite catering service to supply daily meals to staff and for special meals for visiting clients and VIP's.

- Onsite Daily meal preparation available for all shifts of employees- 24x7 coverage.
- Specialty meal preparation for visiting clients and VIP's on short notice and for in-house delivery to meeting rooms.

The Opportunity...

Keytronic EMS wants to offer onsite food services as an additional employee benefit.

- Given the working location of the Keytronic EMS office, outside dining services and catering have always been difficult. Onsite catering would alleviate this issue.
- With VIP visitors on a regular basis, onsite meal delivery will ease delivery and expedite scheduling.

The Solution...

Van Gogh Café & Catering specializes in gourmet meals set in a corporate cafeteria or boardroom setting.

- Van Gogh Café & Catering will create an onsite cafeteria that supplies gourmet meals on a 24x7 basis.
- Standardized or revolving monthly menus.
- Boardroom delivery service.
- Low overhead costs- profitable for Keytronic EMS to maintain.





Cost Summary

Initial Café Installation	Amount
Cookstation Leasing	\$750.00
Serve Station Leasing	\$750.00
Fridge Leasing	\$750.00
Washer Leasing	\$750.00
Tables	\$2,970.00
Chairs	\$3,575.00
Servingware (Dishes/Utensils/Trays)	\$8,400.00
Total Café Installation Costs:	\$17,945.00
Monthly Food Order Estimated Costs	
Meals per day x 7 days per week	\$30,000.00
Partial meals per day x 7 days per week	\$12,250.00
Total Monthly Food Order Estimated Costs:	\$42,250.00
Salary/Insurance Monthly Costs	
Café Operations Manager	\$3,600.00
Shift Supervisors	\$9,000.00
Staff Members per Shift	\$6,900.00
Café Insurance Policy	\$1,500.00
Total Salary/Insurance Monthly Costs:	\$21,000.00
Total Initial Amount	\$17,945.00
Total Monthly Overhead	\$63,250.00

*PROJECTED REVENUE:	
@ 200 Meals / 100 Partial Meals per day	\$63,000.00
@ 225 Meals / 150 Partial Meals per day	\$76,500.00
@ 275 Meals / 200 Partial Meals per day	\$96,000.00
@ 300 Meals / 250 Partial Meals per day	\$109,500.00

** Based upon 250/175 food ordering levels with sample menu options*

Standard Disclaimer: The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.



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