



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

Dear 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 have 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 September 10 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
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PROPOSAL

Café and Catering Services

Prepared for: Emily Robinson
Corporate Events Director

Prepared by: Simone Vander
Catering Director



DESCRIPTION

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.



www.VanGoghCafe.com

Proposal Number: 5032-0309

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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 Cafe & Catering specializes in gourmet meals set in a corporate cafeteria or boardroom setting.

- Van Gogh Cafe & 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

Price

Equipment Leasing (Cookstation, Serve Station, Fridge, Washer)	\$3,000 mo
Furniture (30 Tables, 275 chairs)	\$6,150
Servingware (Plates, glasses, utensils, trays)	\$8,800
Total Café Installation Costs:	\$17,950

Monthly Food Order Estimated Costs

250 Meals per day x 7 days per week	\$42,500 mo
175 partial meals per day x 7 days per week	
Total Monthly Food Order Estimated Costs:	\$42,500

Café Management / Daily Staffing and Insurance

1 Café Operations Manager	\$19,500 mo
3 Shift Supervisors	
3 Staff Members per shift	
Café Insurance Policy	\$1,500 mo
Total Café Management and Daily Staffing Costs:	\$21,000

Total Initial Amount \$17,950

Total Monthly Overhead \$66,500

*PROJECTED REVENUE:

@ 200 Meals / 100 Partial Meals per day	\$63,000
@ 225 Meals / 150 Partial Meals per day	\$76,500
@ 275 Meals / 200 Partial Meals per day	\$96,000
@ 300 Meals / 250 Partial Meals per day	\$109,500

* 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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