

CORPORATE CATERERS



Introduction to Corporate Caterers

CONTACT

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our story

- Our Founders Jim Gass & Dennis McGinley confess to having been exhausted by the daily pressures of trying to run busy restaurants and catering operations. They did it for over 15 years. They knew there had to be a better way. Working together, they hatched the plan for a great concept.
- The house rules they established for Corporate Caterers were straightforward:
 - Cater breakfast and lunch
 - Operate 5 days a week (weekends off)
 - Service business and corporate clients only (no private parties, no evenings)
 - Have a well-trained staff, schooled in the art of superior food, presentation, and service
- In 1997 the Idea took off, and the Miami location was followed in 2002 by a Boca Raton location.
- By 2007, after having honed and developed the system for 10 years, Jim & Dennis realized that this concept of theirs could be applied to markets all over the country.
- By selecting the franchising route, Jim & Dennis would be able to impart their vast knowledge and experience to worthy operators who shared their passion for providing an elevated office catering experience.
- Today Corporate Caterers is 30 franchises strong, operating in 15 states.



America's Favorite Office Caterer



who we are



- Our **product is food** – and we make the most delicious catered food in the business.
 - But we are so much more than that:
- **We are a logistics company:**
 - We deliver, present, and return to pick-up buffet style meals to the customer location. Our delivery teams live and breathe customer service. They are the best at what they do, and are why logistics is such a critical part of our success.
- **We are a technology company:**
 - We own our own software, and it is the best design in the catering industry. It manages production, order processing, CRM, and invoicing.
 - We also own an diverse app suite for mobile users. Our driver app allows our operators to keep close tabs on the quality of our deliveries. Our client app allows our customers to place orders with us from any mobile device. Both apps work seamlessly.
- **We are a service company:**
 - While food is at the heart of everything we do – the way we deliver and present our product, and the people that make it happen are the lifeblood of every Corporate Caterer.



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foodservice without the headaches



- The franchise industry is ripe with food and restaurant concepts, and for good reason. They make great franchises. Eating is a necessity, not a trend.
- *But owning a restaurant is really hard.*
 - *The start-up and buildout costs are really high.*
 - *Prime real estate is required in order to drive traffic, and that is expensive.*
 - *The hours are long and grueling.*
 - *The profit margins can be severely impacted by waste.*
- The idealistic image of the successful restaurateur walking around her crowded business shaking hands with her customers is just not realistic for 99% of all restaurant owners.
- Instead, most find themselves working IN the business, trying to survive, and never having the time to work ON the business. It leads to serious burn-out.



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a great lifestyle franchise



- Our concept offers all of the fun and excitement of a fast paced and energized kitchen, without the burn-out.
- We operate during regular working hours, which means more time for family and friends.
- Our start-up and buildout costs are low, which results in a faster path to profitability.
- Our system works great for partnerships, couples, individuals, and anyone looking to achieve freedom from the daily grind.
- Employees love the interaction they are afforded because there is no front of house – customers do not come to the business. This means employees are happier and tend to stay longer.



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a day in the life



- Everyday begins with a login to Procor – the company's advanced, highly-rated operating software. Procor defines our unique place among catering companies because of its advanced technology.
- The smells of baking and cooking begin at 6:00am, when the kitchen opens to prepare the food for today's orders.
- Office staff arrive around 8:00am to receive incoming orders by phone or email and to manage all the administrative elements of a busy and successful business. Office staff typically work until 4:30 or 5:00 taking future orders and closing out the day's activities
- Delivery drivers will be on the road by 10:00am and will typically return by 3:30pm. They will have had a busy day delivering and presenting our wonderful food, picking up our equipment, and dropping off marketing materials at various target offices to entice future business.
- Our franchise operators enjoy a very flexible work environment managing the single shift described above. The repetitive nature of the business, and the large volume of repeat clients ensures that operators have a reliable business that can be managed.
- A day in the life means a solid operator will work hard on their business, not hard in it. Our model is merit based, which means that operators who put in a hard day's work Monday thru Friday, will have complete freedom during the evening and weekends.



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Corporate Caterers VS Other Food Franchises

	CORPORATE CATERERS	OTHER FOOD FRANCHISES
Customers	B2B	B2C
Location	Lower Rent Commercial	Premium Retail
Build-Out	Small Kitchen Only	Kitchen and Dining Room
Time Spent	10-12 hrs/day, 5 days a week	14-18 hrs/day, 7 days a week
Number of Shifts	1 Shift	2-3 Shifts
Number of Employees	Less than 10	10+
Food Costs	Managed, no waste	Varied, lots of waste
Investment	Low, with higher ROI	High, with lower ROI



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franchisee testimonials



“Owning a Corporate Caterers had allowed me freedom to run and grow my own business with the confidence that I had a national brand behind me. I enjoy the relationships that I have established with my customers and staff over the last 10 years. It has been great to see the difference that Corporate Caterers makes in everyone’s lives. We have seen a member of our staff grow from being a dishwasher to one of our lead cooks, from being a driver to our floor manager and we have seen several of our long term team members buy their first homes. All things that give us great pride.”

-William Hanrahan, Atlanta GA

“Owning and managing a Corporate Caterers franchise gives me the opportunity to be an entrepreneur with a support system. I’ve had the opportunity to start, build and grow a business without having to worry about many of the technical aspects of business I know little about, like websites and online ordering. I get to be my own boss and make decisions that truly matter to my customers and employees.”

-Jim Riley, Columbus OH



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franchisee testimonials



“Our passion is serving awesome food to great people and Corporate Caterers allows us the opportunity to do just that. Owning your own business is great but being part of a franchise offers a great support system and a team of franchisees who share best practices and support each other. Jim stated it best, “I’ve had the opportunity to start, build and grow a business without having to worry about many of the technical aspects of business I know little about, like websites and online ordering.” Corporate Caterers is more resistant to the boom and bust of most restaurants and other caterers. The business model is solid and if you believe in it and follow it you will have a successful business. You need to drink the Kool-aide and love it!”

-Jack and Jackie Wadleigh, Dallas TX

“Having worked for several successful and nationally known companies, I quickly learned which one’s consumers love. During my experiences with iconic brands like Maytag, Hoover and Milliken people would stop me to enthusiastically talk about their personal experiences with the products. As an owner, I quickly found that people feel the same about Corporate Caterers. People love to see our Event Coordinators come through the door; whether it is to make their hosting job easier or they are looking forward to having a fresh and tasty meal or they just love the chips. All our employees feel the appreciation coming from customers, which also shows up in the tips pool.”

-Jerry Pribanic, Jacksonville FL



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how we support you

With over 21 years of experience and success, Corporate Caterers has well-established business systems, software, training, and marketing support.

- Direct access to our senior team
- Comprehensive training in Miami and at your location
- Call center support – 1st 120 days at No Cost
- Best in-class proprietary software
- Customized Business Development Plan
 - marketing materials
 - monthly marketing webinars
- Buying power purchase agreements with key suppliers



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are you one of us?

We want enthusiastic, energetic owners. Someone who wants the challenge of selling, marketing, operating and growing a business.

- Strong work ethic and highly motivated
- Leader and a go-getter
- Able to follow a plan, willing to learn
- Strong communicator and relationship builder
- Lives and breathes great customer service
- Wants to be part of a winning brand



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the spend

- Estimated Initial Investment \$149k-227k
 - Franchise Fee = \$49.5K
 - Start-up Costs = \$50K - \$110K
 - Working Capital = \$50K - \$65K
- Franchise Royalty: 5%
- Marketing Fund: 2%



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Ready for the next step?

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