



The Everything Guide to Starting and Running a Catering Business: Insider's advice on turning your talent into a Career (Everything®)

Joyce Weinberg

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Do you enjoy cooking for others? Is your buffet table a work of art? Are your parties the best in the neighborhood? Then catering may be a great career for you! It's all here-from getting licenses and choosing the perfect name to developing menus and getting the word out. Seasoned food expert and caterer Joyce Weinberg covers all aspects of the catering business and shares her secrets to success with you, including how to: Choose a specialty-fancy fundraisers, company and family picnics, or romantic weddings; Learn the ropes before you start your business; Create a marketing plan that gets your company noticed by all the right people; Find clients and generate repeat customers. The Everything Guide to Starting and Running a Catering Business is all you need to make your passion your profession!

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