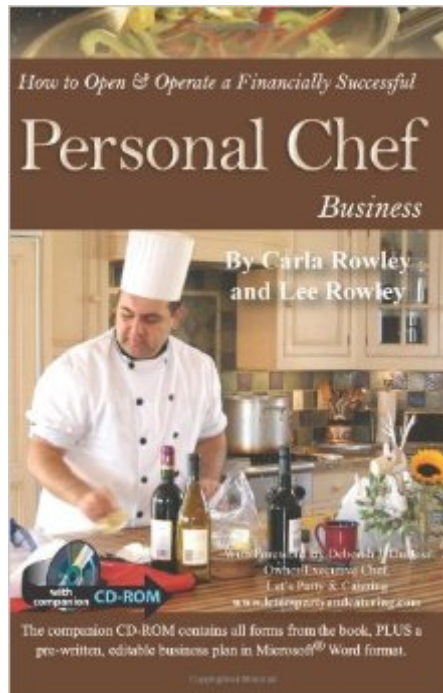


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# How To Open & Operate A Financially Successful Personal Chef Business: With Companion CD - ROM



## Synopsis

According to the U.S. Department of Labor one of the fastest growing segments of the food service business is providing professional personal chef services. Personal chefs can expect to make between \$100 and \$400 a day every day. Until recently having a chef prepare food for you and your family was considered a luxury for only the wealthy. Today, many individuals and families have discovered that a personal chef service is an affordable, time saving, and healthy alternative to the stress and time constraints of working to put a wholesome, economical, and tasty meal on the table every night. A personal chef offers a professional service of meal preparation. A client's individual tastes drive the creation of their customized menu. These personalized meals are prepared either in the client's home or your catering kitchen and then packaged, labeled, possibly delivered, and stored in the refrigerator or freezer. Most services include complete grocery shopping, customized menu planning, and storage in oven/microwavable containers.

## Book Information

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## Customer Reviews

Carla and Lee Rowley's HOW TO OPEN & OPERATE A FINANCIALLY SUCCESSFUL PERSONAL CHEF BUSINESS pairs a cd-rom of details offering all the forms in the book with a pre-written, editable business plan in MS Word format for personal chefs interested in starting their own company. From assessing basic equipment to defining a client's special food requirements, it's an excellent handbook for any considering opening their own personal chef company.

I love to cook and have often considered setting up my own catering or personal chef business, so Carla and Lee Rowley's *How to Open & Operate a Financially Successful Personal Chef Business* was just the book I was looking for. These authors don't just tell readers how to start and run a personal chef business, they show them how. In the first half of the book, the authors explain, in simple terms and using step-by-step instructions, the nuts and bolts of starting, from scratch, an in home chef service. I especially appreciated their providing a lengthy example of business plan and describing all of the possible expenses a personal chef might encounter when starting out. The authors are very current, extremely thorough, and take into account factors like sanitation and food safety issues, using personality to cultivate and retain a happy customer base (I couldn't help thinking of Emeril or Rachel Ray), taking into account regulatory concerns, hiring and training employees, marketing (including successful website creation techniques), bookkeeping, and pricing. Finally, I was incredibly impressed by the amount of resources provided in this book, including the CD, which has copies of the business plan and checklists. The book also provides a number of useful, in-depth surveys to gauge customers' preferences and satisfaction. The authors are quite generous in listing FREE resources (from website stat counters to accounting software) that will help new business owners. For me, *How to Open & Operate a Financially Successful Personal Chef Business* is a great resource for aspiring personal chefs--I learned a lot from reading it and highly recommend it to others.

*How to Open and Operate a Financially Successful Personal Chef Business* is a useful guide for those who are interested in starting a personal chef business or any type of business, involving the culinary arts or other. Though this title is clearly geared toward those who want to make a career out of a love for food, those interested in beginning a business in any field will benefit. Though this book does not contain in-depth detail on how to create the business on paper, it does provide useful resources and references for making your business legal. Valuable information on marketing your business, building customer base, serving the customer, researching your market and web development and presence is clearly outlined in a manner that is easily understood and enjoyable to read. Some areas seem redundant; however this offers the reader the ability to choose selections of the text to review, rather than read cover-to-cover, without losing key elements of importance.

*How to Open and Operate a Personal Chef Business* is a valuable tool for anyone considering starting their own personal chef business. The guide does not focus on cooking; instead the authors focus on those things we need to know about starting a business: marketing, how to handle difficult

customers, cooking courses, case studies, a sample business plan and plenty of internet tools to create your business website. Sample client questionnaires to find out their food preferences, dietary restrictions and likes and dislikes are very helpful. The book is well organized and easy to read. It includes a glossary of terms used in the personal chef industry, marketing terms and specific website links for additional information.

"How to Open & Operate a Personal Chef Business" Stars: 5 out of 5 The best of this book is that is not a simple cursory overview of the Personal Chef Business. The author realizes that while cooking and baking may be behind the passion of someone who wants to open and operate a personal chef business, at the end of the day it is a "business". The book spends considerable time laying out steps to a business plan and outlining potential pitfalls in operating this kind of business. This book is an excellent "how-to" guide for starting any kind of small business - but particularly one in the Personal chef business. The book also spells out in layman's terms - all of the ins and outs of the business of cooking for a living. This is a very easy, understandable read - that caters to all sorts of people who want to take their passion and make it a career.

How to Open & Operate a Financially Successful Personal Chef Business could be titled How to Own & Operate a Business. While the section on business plans is a great start, there isn't enough information, in my opinion, on the cost of goods, types of insurance needed for the business (i.e. liability, workman's comp), how to find local food purveyors, etc. A chapter specializing in food purchasing and food management might help. The book feels like it's written as more of a business start-up guide than a chef business guide. If you're looking for the basics to starting up a business, this book has the basics.

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