
BUSINESS PLAN

Corporate catering from a hired kitchen

Food and Drink

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A small corporate catering business run from a hired commercial kitchen two days a week, handling dietary requirements most small caterers get wrong — allergies, texture-modified meals, halal and vegetarian in the same order."

FOUNDER BACKGROUND

"Twelve years as a kitchen hand in aged care. Comfortable with volume cooking and strict dietary requirements."

AUDIENCE

Small offices and community organisations booking catering for 20 to 60 people

INDUSTRY

Food and Drink

BUDGET

\$8,000

EDITED AFTER IT WAS BUILT

An "only" claim removed from the positioning. The secondary stream renamed and described as a weekly morning-tea platter for a small team, so its monthly price matches what it delivers. No figures changed. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
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1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business serves small offices and community organisations that need catering for 20 to 60 people but cannot find a caterer who handles mixed dietary requirements reliably. Operating from a hired commercial kitchen two days a week keeps overhead low while allowing consistent, safe production. Demand from organisations with diverse dietary needs — halal, allergy, texture-modified — is real and chronically underserved by generalist small caterers.

1.2 One-line pitch

Corporate catering that gets allergies, halal, vegetarian, and texture-modified meals right every single time.

1.3 Target market

Office managers and community coordinators in metropolitan areas booking catering for 20 to 60 attendees, typically earning \$55,000–\$85,000 and responsible for staff or community events. Their pain: finding one caterer who can safely handle halal, nut allergies, and texture-modified needs in the same order without errors.

1.4 Revenue model

Revenue comes from per-head catering packages priced at \$28 per person for a standard order of 20 to 60 covers, invoiced per event. A secondary stream — a standing weekly morning-tea platter for a small office team, billed as a flat monthly retainer — added from month 4 onward.

Headline price: \$28

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Per-event catering package per person	cover	\$28	From launch	480 a month
Weekly morning-tea platter retainer	retainer	\$420	Month 4	8 a month

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Per-event catering package per person (covers per month)	60	100	180	280
Weekly morning-tea platter retainer (retainers per month)	0	0	2	4

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Twelve years of volume cooking under strict aged-care dietary protocols means allergy separation, texture modification, and halal compliance are built into every order — not an afterthought that generalist caterers bolt on.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Generalist small caterers who offer a dietary checkbox at checkout but have no production system for separation — halal and allergen items travel together, errors happen at peak volume.
- Restaurant or café catering arms that run corporate orders as a side activity — their kitchen is optimised for dine-in, not simultaneous multi-dietary batch production for 40-plus covers.
- Large institutional catering contractors who do handle complexity but require minimum contracts of hundreds of covers and price out small offices and community groups entirely.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Commercial kitchen hire — first 3 months	Two days per week for twelve weeks at ~\$100 per day	\$2,400
Opening food and packaging stock	Ingredients and labelled containers for first four paid events	\$1,800
Equipment and food safety supplies	Colour-coded boards, transport trays, labels, and thermometers	\$1,200
Business registration and compliance costs	ABN, food business registration, and council permit fees	\$600
Marketing materials	Printed capability sheets, sample menus, and a basic one-page website	\$600
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$1,400

Total budget: \$8,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1–2: Sign a recurring two-day-per-week commercial kitchen hire agreement and produce a printed per-order dietary checklist covering allergen, halal, and texture-modified separation.
- Week 3–6: Cook and deliver one free tasting event for a community organisation or small office; photograph the spread and collect a written testimonial for use in outreach.
- Week 7–12: Send a dietary capability one-pager to 30 targeted office managers and follow up each with a direct message; convert at least two into paid bookings before week twelve.

1.10 Recommended launch markets

- Community organisations — multicultural associations, disability support groups — often needing halal and texture-modified in one order; approach three local groups in month one with a tasting offer.
- Small professional offices of 15 to 40 staff via direct email to office managers; send a one-page dietary capability sheet and a sample menu to 30 offices in weeks three and four.
- Neighbourhood Facebook groups and local business association email lists where office managers discuss suppliers; post a specific message about handling mixed dietary orders, not a generic ad.

1.11 Key risks

- A single dietary error can end the business — build a printed checklist per order that is signed off before any food leaves the kitchen, starting from the very first booking.
- Commercial kitchen hire may not be available on the two days needed as the business grows — confirm a twelve-month weekly booking in writing before taking any orders.
- Cash flow is uneven when events are sporadic — require a 50 percent deposit at booking, paid via invoice before the cook date, on every single order from day one.

1.12 Test the idea

- Per-event catering package per person: you assume about 100 sales a month by month 3, at \$28 for one cover. Test it before you spend: ask people who fit your target market whether they would pay \$28 for one cover. You assume you can deliver up to 480 a month. Test it with a short trial run before you commit to that many.
- Weekly morning-tea platter retainer: you assume \$420 for one retainer. Test it before you spend: ask people who fit your target market whether they would pay \$420 for one retainer.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Catering for 20 to 60 people that handles halal, nut allergies, vegetarian, and texture-modified meals in the same order — without the errors that leave someone without a safe meal on the day.

Primary CTA: Request a Quote

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Establish credibility with office managers and community coordinators by immediately naming the dietary complexity this business solves and prompting an enquiry. Squarespace suits this founder's \$8,000 budget: lowest monthly cost, fastest launch, no developer needed — a basic site was explicitly budgeted at \$600.
Menus & Pricing	Show the \$28 per head package structure, explain what dietary requirements are covered in one order, and make it easy to request a quote for 20 to 60 covers.
How It Works	Walk office managers through the booking and dietary confirmation process, building trust that errors will not happen on their watch or their event.
Contact	Convert visitors into enquiries with a short form capturing event date, cover count, and dietary needs — enough to produce a quote without a phone call first.

2.3 Copy brief per page

Home

- Hero headline names the dietary complexity solved — halal, allergen, texture-modified, vegetarian — in one reliable order for small offices and community groups.
- One-paragraph credibility statement: twelve years cooking under strict aged-care dietary protocols, applied directly to corporate catering for 20 to 60 covers.
- Three-icon strip contrasting this service against generalist caterers who use a checkbox, café catering arms with no batch-separation system, and large contractors with minimums small groups cannot meet.
- Single testimonial block from the free tasting event completed in the 90-day plan, with organisation type, cover count, and dietary requirements handled.

Menus & Pricing

- Clear \$28 per head pricing for the standard 20-to-60-cover package, with a note that dietary complexity — halal, allergen, texture-modified — is included, not a surcharge.
- Sample menu showing a realistic mixed-dietary spread: labelled dishes, separation method briefly described, and portion sizing for a working lunch format.

- Standing weekly morning-tea platter explained as a from-month-four option for small office teams wanting a regular delivery without rebooking each time, with indicative monthly flat-rate pricing.
- Prominent call-to-action button linking to the Contact page enquiry form, with a line noting a 50 percent deposit is required at booking to confirm the cook date.

How It Works

- Step one: submit the enquiry form with event date, cover count, and each dietary requirement — a quote is returned within 48 hours.
- Step two: confirm the booking with a 50 percent deposit invoice; founder then produces a printed per-order dietary checklist signed off before any food is prepared.
- Step three: food is cooked, labelled by dietary category, and transported in separated trays — explain colour-coded labelling and what that means for allergy safety on the day.
- Step four: delivery and setup at the office or venue, with each dish clearly identified so the person managing the event can distribute safely without guesswork.

Contact

- Short enquiry form with fields for: name, organisation, event date, number of attendees, and a free-text dietary requirements box — no phone number required to start.
- Response time promise: enquiries received by Thursday are quoted the same week, giving office managers enough lead time to confirm with their team.
- Brief reassurance line noting minimum order is 20 covers and maximum is 60, so the business is sized specifically for small events — not a scaled-down version of a large contractor.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

A small caterer built to handle halal, allergen, and texture-modified meals in a single reliable order for offices and community groups of 20 to 60.

3.2 Key messages

- One caterer handles halal, nut allergies, vegetarian, and texture-modified in a single order — no errors, no one missed out.
- Twelve years cooking under strict aged-care dietary protocols means safe separation is built in, not bolted on at the last minute.
- Sized for 20 to 60 people: request a quote online and get a response the same week your enquiry arrives.

3.3 Target channels

Channel	Why it fits	First action
Direct email outreach to office managers	Office managers booking catering for 20–60 people respond to a specific, credible one-pager in their inbox — not ads.	Write a 150-word email naming the three dietary problems you solve and link to the website's Request a Quote page; send to 10 offices this week.
Local community and business association groups online	Community coordinators at multicultural and disability support organisations actively seek caterers who handle complex dietary needs in local discussion groups.	Post one specific message in three local community noticeboard groups describing halal, allergen, and texture-modified catering for small events — no generic ad copy.
Printed capability sheet distributed in person	A one-page printed sheet listing dietary capabilities and \$28 per head pricing gives office managers something physical to pass to a colleague or pin to a noticeboard.	Print 30 copies of your dietary capability sheet and drop them at three professional office buildings or community centres in your area this week.

3.4 Content plan

- A follow-up email sequence of two messages: the first delivers the dietary capability one-pager; the second, sent five days later, shares the tasting testimonial and links to Request a Quote.
- Three specific posts in local community and business noticeboard groups: one on halal and allergen separation, one on texture-modified catering for community events, one sharing the tasting outcome with a photo.

- A single-page printed sheet listing every dietary requirement handled, the \$28 per head price, minimum and maximum cover count, and a QR code linking directly to the Contact page enquiry form.

3.5 Launch campaign

Name: One Order, Every Requirement Covered

Concept

A free tasting event offered to one community organisation or small office demonstrates the multi-dietary capability in person, producing a testimonial and photographs that anchor all outreach and the website's credibility block — driving decision-makers to Request a Quote.

Timeline

4 weeks: week 1 identifies tasting host and sends 10 direct emails; weeks 2–3 run the tasting, photograph, and collect testimonial; week 4 sends follow-up capability sheets to 20 more offices using testimonial as proof.

What to measure

Two confirmed paid bookings with 50 percent deposit received by the end of week twelve.

3.6 Budget allocation

Breakdown

Category	Purpose	Amount	Paid from
Marketing materials	Professional printing of 50 dietary capability sheets with QR code	\$120	Marketing materials
Marketing materials	Basic one-page website build and first-year hosting subscription	\$480	Marketing materials

Total budget: \$600

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

Startup money goes on kitchen access, opening stock, food safety equipment, compliance, and marketing. Each month the main fixed costs are kitchen hire and a website subscription. Every event sale must cover ingredients, packaging, and labelling before anything is left over. The number to watch is covers sold per month — that single variable determines whether the business covers its fixed costs. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$1,400), spent on fixed costs alone, with no sales at all.

Figure	Value
Total start-up spend	\$8,000
Budget left unspent	\$0
Cash still available after day one	\$1,400
Fixed costs each month, months 1–3	\$110
Fixed costs each month, month 4 onwards	\$910
How long your cash lasts	4.2 months
Sales needed each month to cover fixed costs	\$1,337

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$1,400 of \$8,000 is still cash after day one.

Your budget  **\$8,000**

■ Spent on day one	\$6,600	□ Kept as cash	\$1,400
Commercial kitchen hire — first 3 months	\$2,400	Reserve / contingency	\$1,400
Opening food and packaging stock	\$1,800		
Equipment and food safety supplies	\$1,200		
Business registration and compliance costs	\$600		
Marketing materials	\$600		

Your approved budget of \$8,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

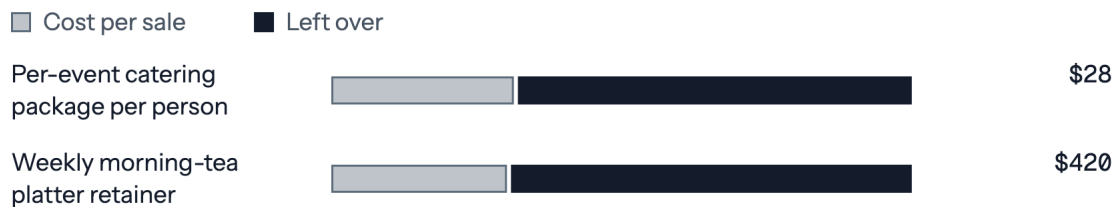
Cost	What this money does	Amount	Notes
Commercial kitchen hire — first 3 months	Pays 3 months of commercial kitchen hire up front	\$2,400	Two days per week for twelve weeks at roughly one hundred dollars per day
Opening food and packaging stock	Becomes goods you sell	\$1,800	Ingredients and labelled containers ready for first four paid events
Equipment and food safety supplies	Spent once, then gone	\$1,200	Colour-coded boards, transport trays, labels, and thermometers
Business registration and compliance costs	Spent once, then gone	\$600	ABN, food business registration, and council permit fees
Marketing materials	Spent once, then gone	\$600	Printed capability sheets, sample menus, and a basic one-page website
Reserve / contingency	Kept as cash	\$1,400	Emergency buffer — do not spend unless something goes wrong
Spent on day one	The lines spent once, bought as goods or paid up front	\$6,600	—
Kept as cash	The lines kept as cash	\$1,400	—
Total		\$8,000	Against a budget of \$8,000

4.4 What you pay every month

Cost	Each month	Notes
Commercial kitchen hire	\$800	Two hired days per week at roughly one hundred dollars per day
Website subscription	\$30	Monthly plan on a hosted website builder, as recommended in the product plan
Accounting and tax compliance	\$80	Cloud accounting software to track invoices, deposits, and costs
Total each month	\$910	Paid whether or not anything sells

4.5 What you sell

What each sale leaves



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Per-event catering package per person	cover	\$28	\$9	\$19	From launch
Weekly morning-tea platter retainer	retainer	\$420	\$130	\$290	Month 4

- Per-event catering package per person — cost per sale covers: Ingredients, dietary-labelled packaging, and separated transport trays per cover
- Weekly morning-tea platter retainer — cost per sale covers: Platter ingredients and packaging across the four weekly deliveries per retainer

4.6 How much you expect to sell

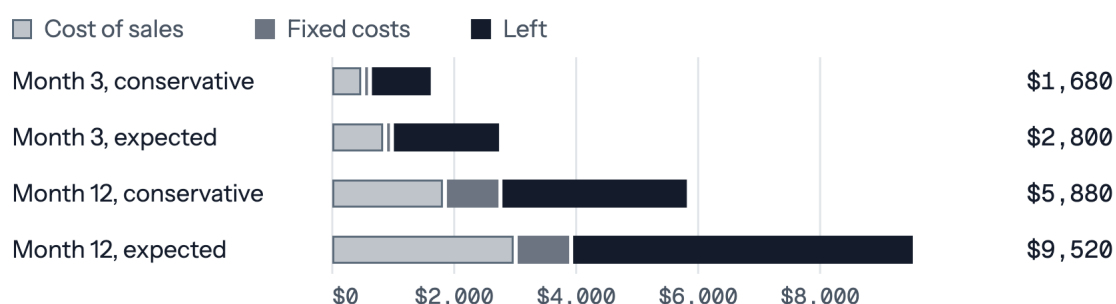
What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Per-event catering package per person (covers per month)	60	100	180	280

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Weekly morning-tea platter retainer (retainers per month)	0	0	2	4

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



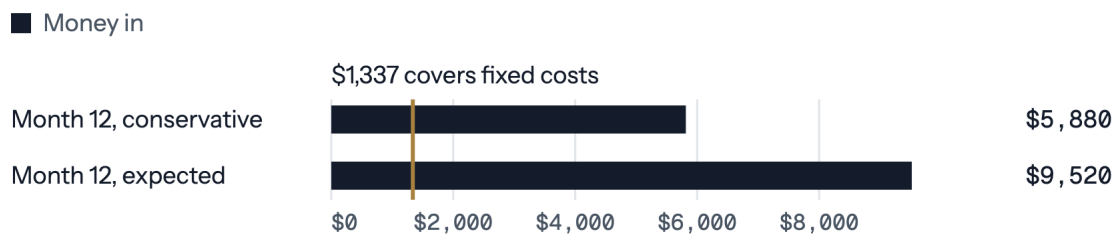
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,680	\$540	\$1,140	\$110	\$1,030	Yes
Month 3, expected	\$2,800	\$900	\$1,900	\$110	\$1,790	Yes
Month 12, conservative	\$5,880	\$1,880	\$4,000	\$910	\$3,090	Yes
Month 12, expected	\$9,520	\$3,040	\$6,480	\$910	\$5,570	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$1,337 of sales a month, which covers fixed costs of \$910 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$910 a month takes about \$1,337 of revenue.

Every scenario covers that month's fixed costs. Month 3's fixed costs are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: Covers sold per month — more events or larger bookings move the business to surplus fastest

4.9 What these numbers assume

- Conservative month-three covers assume one confirmed booking rather than the two to three needed for the expected figure — early referrals take time
- Kitchen hire is available on the same two days each week under a written twelve-month agreement — unconfirmed availability would break the cost model
- The fifty percent deposit policy holds from the first booking, keeping cash available before each cook date
- Opening stock covers the first four events; replenishment cost-per-cover applies from event five onward
- The approved per-head price is assumed sufficient to cover consumables and leave a margin — monitor actual ingredient costs against this with every order

4.10 What to watch

- If early bookings cluster into one month and then pause, cash outflows for kitchen hire continue while no revenue arrives — the deposit policy partially offsets this but does not eliminate the gap
- Ingredient and packaging costs for multi-dietary orders may run higher than estimated per cover, compressing margin on every sale if not tracked and corrected order by order
- Payment collection risk: clients who delay paying the final fifty percent after an event create a cash shortfall that accumulates quickly at low monthly volumes

4.11 Check these before you spend

- Your largest start-up cost is Commercial kitchen hire — first 3 months, at \$2,400. Get a written quote before you pay it.
- Your largest monthly cost is Commercial kitchen hire, at \$800 a month. Check that figure before you commit to it.
- Each cover costs \$9 to deliver. Check that against a supplier's price before your first sale.