



CULINARY
BUSINESS STRATEGY

Beyond The Plate

A 4-week live online interactive course to grow your food business

We will meet online twice weekly on Tuesdays and Thursdays from 11 am-12:30 pm

You will have unlimited instructor access for the month
Be part of a private online group for collaboration

Business Assessment

Concept Refinement
Brand Development
Brand DNA
Mission, Vision, Values
Goals

Menu & Products

Menu & Product Line
Inventory Management
Operations Plan
Opportunities for Growth

Financials

Financial Assessment
Projections
Break-even Analysis
Top & Bottom Lines
Cost of Goods Sold

Sales & Marketing

Branding for Sales
Sales & Marketing Plans
Visual Branding
Marketing Strategy
Brand DNA roll out

Want to know more? Go here: <http://bit.ly/2OmwEwW>