

[NAME OF COMPANY]

MARKETING PLAN

[date plan issued]

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The information contained in this marketing plan is confidential and proprietary to [NAME OF COMPANY] (the "Company") and is intended only for the persons to whom it is transmitted by the Company or its representatives. Any reproduction of this document, in whole or in part, or the divulgence of any of its contents without the prior written consent of the Company, is prohibited.

This is a marketing plan. It does not imply and shall not be construed as an offering of securities. Persons interested in pursuing an investment should contact their professional advisors.

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this marketing plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

It is hereby acknowledged by the undersigned that the information to be furnished in this marketing plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF COMPANY].

Upon request, this document is to be immediately returned to [NAME OF COMPANY].

Signature

Print Name

Date

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I. Executive Summary

[Keep your executive summary short - 1 page is best]

[for existing companies]

[NAME OF COMPANY] (the "Company") is a *[describe, e.g. "a corporation incorporated under the laws of the State/Province of _____"]* which has been engaged in the business of providing high quality catering services to businesses and individuals in the _____ area for the past ____ years.

[for new companies:]

[NAME OF COMPANY] (the "Company") is in the process of being formed/created as a *[describe, e.g. "a corporation incorporated under the laws of the State/Province of _____"]*, for the purpose of providing high quality catering services to businesses and individuals in the _____ area.

The Company [is/will be] managed by a team of _____ individuals with a total of _____ years experience in the field of food services, a chief financial officer with _____ years of accounting and administrative experience, and _____ *[list]*.

The Company offers an inspired menu with a variety of delicious, high quality food selections for meetings, events and social gatherings and to provide full service catering with staffing for passed foods and buffet service. In addition, we also offer "front of the house" services, including passed hors d'oeuvres and buffet service at reasonable prices. Signature items will be offered consistently, and seasonal items will be introduced throughout the year to keep the menu options fresh and exciting. Sample menus are provided in the supporting documentation included in Appendix "A".

The Company will leverage its experience and expertise in the industry to quickly gain market share. It is anticipated that profitability will be reached by Month _____, and revenues of approximately \$_____ will be generated in Year 3 of the plan.