

## VCAL PERSONAL DEVELOPMENT FOODS

# STEPS FOR STARTING UP AND LAUNCHING A CATERING BUSINESS

### DESIGN BRIEF:

For a business to be successful it needs to be recognised and advertised. Our Catering business requires a name, letterhead, a logo to operate under and a business card that can be left with people to remind them that we are available to cater for their food needs.

Your task is to work closely with the Catering class members to decide on a name for our Catering group, develop a logo that the business will work under, letterhead and a business card that the Catering group are happy to use.

\*Your first step will be to brainstorm how you will plan to achieve these four tasks?

#### Clues...

- Class discussions may be required to brainstorm business names.
- It may be necessary to do some research on logo options and collect examples of business cards.
- Examples of Logos, letterheads and business cards may need to be developed.
- A survey may need to be designed to determine the best business name, Logo option, letterhead and business card.

### STUDENT EXPECTATIONS

- Each student in the group must keep a logbook.
- The steps taken to plan your Logo and the timeframe that these activities require must be clearly identified.
- All group members must have a leadership role whether small or large.
- The responsibilities of each group member must be clearly identified.
- A method of evaluation must be developed to determine if your group project goal(s) have been met.

You have been provided with a package including:

A guide to planning Group projects and a Logbook proforma to help you with your planning and record keeping

#### ASSESSMENT:

Students will be assessed using the Competency based checklist attached.







**TEACHER CHECKLIST**

**SUBJECT: LAUNCHING A CATERING BUSINESS**

NAME .....

<b>COMPONENTS OF PARTICIPATION</b>	<b>YES OR NO</b>
Identify the planning and organisational skills relevant to deciding on a name for the Catering group and developing a Logo and business card	
Set goals to name the group and develop the Logo and business card within a limited time frame	
Share knowledge and skills	
<i>Use decision making skills</i>	
Communicate effectively	
Cooperate with group members	
Demonstrate leadership skills for group or teamwork	
Develop a Survey	
<i>Organise and participate in class discussions</i>	
<i>Develop a Logo and or business card</i>	

**STUDENT IS COMPETENT**

**STUDENT IS NOT YET COMPETENT**

**COMMENTS:**