

# Entrepreneurial Skills for Chefs - Certificate

80 Hours – 5 weeks Full-time

**This program prepares graduates for success in running their own food service business. Graduates learn general business management skills, skills specific to self-employment and skills unique to food related businesses. Graduates are also taught to market themselves properly, including use of the Internet and how to avoid the pit-falls many business owners make.**

## Program Highlights

### Introduction

- Overview of the industry
- A day in the life of a Specialist Chef
- What you need to become a successful chef entrepreneur

### Creating a business

- Business plan
- Market research & strategic plan
- Financial planning
- Legal & government considerations

### Administration Model

- Business structure
- Accounting options
- Insurance
- Financing

### Strategic Marketing Plan

- Creating an image or brand
- Marketing outline
- Delivering your message
- Marketing tools
- Creating marketing materials

### Tools & Equipment

- The client package
- Checklists
- Containers - storage, freezing, reheating
- Tools of the Specialist Chef trade
- First aid
- Chef safety

### Menu Planning

- How do people eat
- Service variations
- Costing
- Special diets
- Nutritional labeling
- Timing for success

### Purchasing

- Choosing suppliers
- Creating the shopping list

- Ordering
- Tracking mileage
- Client gifts
- Timing for success

### **Working in the Client's Home**

- Planning your work flow
- Client interview & site inspection
- Setting up your workspace
- Trouble shooting
- Clean up & security
- Evaluation

### **Marketing an Entrepreneurial Chef Service**

- Leading questions
- Using the phone script
- FAQ's & objections
- Booking the interview
- Questionnaire

### **Safety & Sanitation**

- Note: students must have a valid Safe Food Handlers Card
- In home basics
- Bacteria
- Food handling
- Cleaning
- Dishwashing
- Safety practices

### **Personal Chef Culinary Techniques**

- Cooking methods
- Proteins, starches, produce
- Food quality
- Packaging for freezing/reheating

### **Other Revenue Sources & Concepts for the Entrepreneurial Chef**

- Strategic partnerships
- Networking
- Catering
- Interactive parties
- Private cooking demonstrations/lessons
- Menu planning