

# CREATING BUSINESS PLANS BY AUTHOR HARVARD BUSINESS Tutorial

**Creating business plans by author Harvard Business** is a fundamental skill for entrepreneurs, managers, and aspiring business owners aiming to turn their ideas into successful ventures. Drawing upon the extensive research and practical insights shared by Harvard Business School scholars, crafting an effective business plan becomes an essential step in securing funding, guiding operations, and measuring progress. This comprehensive guide explores the nuances of creating compelling business plans inspired by Harvard Business principles, offering actionable tips, structured frameworks, and SEO-optimized strategies to help your business plan stand out.

## Understanding the Significance of a Business Plan

A well-structured business plan serves as the blueprint for your company's success. It communicates your vision to stakeholders, attracts investors, and provides a roadmap for future growth. Harvard Business experts emphasize that a clear, detailed plan reduces risks and enhances decision-making.

## Key Benefits of a Strong Business Plan

- Secures funding from investors or banks
- Clarifies business objectives and strategies
- Identifies potential risks and mitigation strategies
- Tracks progress and measures success
- Enhances credibility and professionalism

## Core Elements of a Harvard-Inspired Business Plan

Creating a comprehensive business plan involves several critical components. Harvard Business methodology underscores clarity, data-driven insights, and strategic focus.

### 1. Executive Summary

This section provides a snapshot of your entire business plan. It should be concise yet compelling, summarizing:

- Business concept
- Market opportunity
- Unique value proposition
- Financial highlights
- Funding requirements

## **2. Company Description**

Detail your business's mission, vision, legal structure, location, and the nature of your products or services. Highlight what sets your business apart from competitors.

## **3. Market Analysis**

Harvard Business emphasizes thorough market research to validate your business idea. Include:

- Industry overview
- Target market demographics
- Competitive landscape
- Market trends and growth potential
- Customer needs and preferences

## **4. Organization and Management**

Describe your company's organizational structure, ownership, and leadership team. Include bios of key team members and their roles.

## **5. Products or Services**

Detail your offerings, highlighting features, benefits, and differentiators. Address lifecycle, R&D, and future development plans.

## **6. Marketing and Sales Strategy**

Outline your plans to attract and retain customers. Cover:

- Brand positioning
- Pricing strategies
- Promotion and advertising channels
- Sales tactics and processes

## 7. Funding Request

Specify the amount of funding needed, how it will be used, and potential future funding rounds.

## 8. Financial Projections

Provide detailed forecasts, including:

- Income statements
- Cash flow statements
- Balance sheets
- Break-even analysis

Make sure projections are realistic, data-supported, and aligned with your strategic goals.

## Best Practices for Creating an Effective Business Plan

Harvard Business authors recommend several best practices to enhance your business plan's quality and impact.

### 1. Conduct In-Depth Market Research

Understand your industry, competitors, and customer base thoroughly. Use credible data sources and validate assumptions.

### 2. Focus on Clarity and Conciseness

Avoid jargon and overly complex language. Make your plan accessible and easy to understand.

### 3. Use Data and Evidence

Support claims with quantitative data. Clearly present market research, financial forecasts, and risk assessments.

### 4. Tailor the Plan to Your Audience

Customize your business plan depending on whether it's for investors, partners, or internal use.

### 5. Include Visuals and Appendices

Use charts, graphs, and infographics to illustrate key points. Append supporting documents like resumes, legal documents, and detailed financial data.

## **SEO Optimization Tips for Your Business Plan Content**

To ensure your business plan reaches the right audience online, optimize it for SEO by implementing the following strategies:

### **1. Use Relevant Keywords**

Incorporate keywords such as:

- Creating business plans
- Harvard Business business plan guide
- Business plan development
- Startup business plan tips
- How to write a business plan

### **2. Craft Engaging Meta Descriptions**

Write compelling summaries that include primary keywords to improve click-through rates.

### **3. Optimize Headers and Subheaders**

Use

**and tags strategically to organize content and include keywords naturally.**

### **4. Incorporate Internal and External Links**

Link to authoritative sources like Harvard Business Review articles and related blog posts on your site.

### **5. Use Clear, Descriptive URLs**

Ensure URLs are simple and keyword-rich, such as [www.yourwebsite.com/business-plan-harvard-methods](http://www.yourwebsite.com/business-plan-harvard-methods).

## Examples of Harvard Business-Inspired Business Plan Templates

Many entrepreneurs and startups leverage Harvard Business templates to streamline their planning process. These templates emphasize clarity, strategic focus, and data integration.

### Popular Templates Include:

- Lean Startup Business Plan
- Traditional Business Plan Format
- One-Page Business Plan
- Investor Pitch Deck

## Conclusion: Mastering Business Plan Creation with Harvard Business Insights

Creating business plans by author Harvard Business involves understanding core principles of strategic clarity, comprehensive research, and actionable insights. By following the structured approach outlined above—covering essential elements, best practices, and SEO strategies—you can craft a compelling, professional, and effective business plan that paves the way for your business's success.

Remember, a well-prepared business plan is not just a document; it's a strategic tool that guides your journey, attracts investment, and ultimately turns your vision into reality. Incorporate Harvard Business's proven methodologies to elevate your planning process and set your enterprise on a path to sustainable growth and achievement.

### Business Plans

Creating a comprehensive and effective business plan is a critical step for entrepreneurs, startups, and established companies alike. It serves as a roadmap that guides the organization toward its goals, secures funding, and communicates the business concept to stakeholders. Drawing inspiration from the insights of Harvard Business School faculty and authors renowned for their expertise in strategic planning, this article offers an in-depth exploration of the art and science of crafting compelling business plans.

## Understanding the Significance of a Business Plan

At its core, a business plan functions as a strategic blueprint that consolidates your vision, operational strategy, financial projections, and market understanding. According to Harvard Business School's teachings, a well-structured plan not only clarifies your company's purpose but

also demonstrates your capability to execute your vision, thereby attracting investors, partners, and employees.

Why is a Business Plan Essential?

- Strategic Clarity: It forces entrepreneurs to think critically about their business model, target market, competitive landscape, and value proposition.
- Fundraising Tool: Investors and lenders rely heavily on the business plan to assess risk and potential returns.
- Operational Guide: It helps in aligning team efforts and establishing benchmarks for success.
- Risk Management: Identifies potential roadblocks and develops contingency strategies.

## **Key Components of a Business Plan (According to Harvard Business Principles)**

Creating a robust business plan involves detailed attention to several core components. Harvard Business authors emphasize that clarity, realism, and coherence across these sections are essential for producing a persuasive and functional document.

### **1. Executive Summary**

Often the first section read, the executive summary condenses the entire business plan into a compelling snapshot. Harvard authors recommend making this section clear, concise, and persuasive. It should include:

- The business concept and mission statement
- The product or service offering
- Target market overview
- Unique value proposition
- Financial highlights and funding requirements
- Long-term objectives

Tip: Even though it appears first, write the executive summary last, after completing the entire plan, to ensure it accurately reflects the detailed content.

### **2. Company Description**

This section provides an in-depth overview of your business, including:

- Business name, location, and legal structure
- Founders and management team profiles
- Business history and milestones
- Industry overview and market positioning
- Core competencies and competitive advantages

Harvard's approach emphasizes understanding your company's identity within its industry context, highlighting what differentiates it from competitors.

### **3. Market Analysis**

An exhaustive understanding of the target market is critical. Harvard authors advise conducting rigorous research to include:

- Industry overview and trends
- Customer segmentation and profiles
- Market size and growth projections
- Competitive analysis, including strengths, weaknesses, opportunities, and threats (SWOT)
- Regulatory environment and barriers to entry

Analytical tools such as Porter's Five Forces and PESTEL analysis are recommended for a comprehensive understanding of external factors.

### **4. Organization and Management**

Detailing your company's organizational structure is vital. This section should outline:

- Management team bios, including expertise and roles
- Organizational chart
- Ownership structure
- Advisory boards or external consultants

Harvard emphasizes that strong leadership and clear governance are fundamental to execution success.

### **5. Product or Service Line**

Describe your products or services in detail, including:

- Features and benefits
- Lifecycle and development stages
- Intellectual property status
- R&D activities
- Future product plans

Focus on how your offerings meet customer needs and stand out in the marketplace.

## **6. Marketing and Sales Strategy**

This section explains how you will attract and retain customers. Harvard authors suggest detailing:

- Pricing strategies
- Promotion and advertising plans
- Distribution channels
- Sales tactics and customer relationship management
- Strategic partnerships

A clear understanding of your go-to-market approach enhances credibility.

## **7. Funding Request**

If seeking investment, specify:

- Total capital required
- Future funding needs
- Proposed use of funds
- Preferred terms and exit strategies

Harvard emphasizes transparency and thoroughness here to build investor confidence.

## **8. Financial Projections**

Robust financial forecasting is central to convincing stakeholders. Include:

- Income statements (profit & loss)
- Cash flow statements
- Balance sheets

- Break-even analysis
- Key financial ratios

Ensure projections are realistic and backed by data, demonstrating profitability potential.

## 9. Appendix

Supporting documents such as resumes, legal documents, detailed market research data, and technical specifications can be included here.

## Best Practices for Developing a Successful Business Plan

Harvard Business authors and experts recommend several best practices to maximize the effectiveness of your business plan:

- Be Clear and Concise: Avoid jargon and overly complex language. Each section should communicate its message effectively.
- Use Data and Evidence: Support claims with market research, financial data, and real-world examples.
- Tailor to Your Audience: Whether seeking investors or internal guidance, customize the tone and content accordingly.
- Highlight Your Unique Selling Proposition (USP): Clearly articulate what makes your business different and better.
- Plan for Contingencies: Address potential risks and how you plan to mitigate them.
- Maintain Flexibility: Be prepared to update your plan as market conditions or internal strategies evolve.

## Common Mistakes to Avoid in Business Planning

Even with Harvard's comprehensive guidance, many entrepreneurs fall into pitfalls that undermine their plans. Recognizing these helps in creating a more effective document:

- Overly Optimistic Financials: Underestimating costs or overestimating revenues can damage credibility.
- Vague Market Analysis: Failing to substantiate market size, customer needs, or competitive landscape.
- Ignoring Risks: Not addressing potential challenges or contingency plans.
- Lack of Focus: Trying to cover too many products, markets, or strategies without clarity.
- Poor Presentation: Spelling mistakes, inconsistent formatting, or disorganized content diminish

professionalism.

## Leveraging Harvard Business Resources for Business Plan Development

Harvard Business School offers numerous resources, including case studies, templates, and expert articles, to assist entrepreneurs in crafting effective business plans. Some notable tools include:

- Harvard Business Review Articles: Insights into strategic planning, innovation, and leadership.
- Business Plan Templates: Structured frameworks adaptable to different industries.
- Case Studies: Real-world examples illustrating successful planning and execution.

Engaging with these resources can elevate your planning process and increase your chances of success.

## Conclusion: The Strategic Value of a Well-Crafted Business Plan

Creating a business plan rooted in Harvard Business principles is more than just an exercise in documentation; it's a strategic process that clarifies your vision, identifies potential hurdles, and charts a path to growth. By meticulously addressing each component—supported by data, clear messaging, and strategic insights—you position your business for sustainability and success.

In an increasingly competitive landscape, a thoughtfully developed business plan acts as your compass, guiding decision-making, attracting investment, and inspiring confidence among stakeholders. Whether you are launching a startup or steering an established enterprise, investing time and effort in crafting a comprehensive plan following Harvard's expert guidance can be the difference between failure and triumph.

Embark on your business planning journey with rigor and clarity—your future success depends on it.

**Question** What are the key components of a business plan according to Harvard Business authors? Harvard Business authors emphasize including an executive summary, company description, market analysis, organizational structure, product line or services, marketing and sales strategies, funding request (if applicable), financial projections, and an appendix with supporting documents. **How does Harvard Business suggest tailoring a business plan for investors?** Harvard Business authors recommend focusing on clarity, demonstrating market opportunity, showcasing a strong management team, presenting realistic financial forecasts, and clearly outlining the value proposition to attract and persuade investors. **What are common pitfalls to avoid when creating a business plan, as advised by Harvard Business?** Common pitfalls include being overly optimistic with financial projections, neglecting thorough market research, failing to define a clear target

audience, ignoring potential risks, and not tailoring the plan to the specific audience or purpose. How important is market analysis in Harvard Business's approach to business planning? Market analysis is considered crucial; Harvard authors stress understanding industry dynamics, customer needs, competitor landscape, and market trends to develop a realistic and strategic business plan. What role does financial modeling play in Harvard Business's business plan creation methods? Financial modeling is vital; Harvard authors advocate for detailed financial projections, including cash flow, profit & loss statements, and balance sheets, to demonstrate the business's viability and attract funding. How should a new entrepreneur use Harvard Business principles to create a successful business plan? Entrepreneurs should leverage Harvard Business's structured approach by conducting thorough research, clearly articulating their value proposition, setting measurable goals, and regularly updating the plan based on feedback and market changes. What are the benefits of following Harvard Business's methodology for business plan development? Following Harvard Business's methodology helps ensure a comprehensive, realistic, and compelling plan that can attract investors, guide strategic decisions, and increase the likelihood of business success. Does Harvard Business recommend including an executive summary in the business plan, and why? Yes, Harvard Business authors strongly recommend including an executive summary as it provides a concise overview of the entire plan, capturing the essence of the business and enticing stakeholders to read further.

**Related keywords:** business planning, Harvard Business School, startup strategies, entrepreneurship, strategic management, financial forecasting, market analysis, business model development, leadership, organizational growth

## catering a guide to managing a successful business

**catering a guide to managing a successful business** is an essential resource for entrepreneurs and business owners aiming to thrive in their respective industries. Effective management is the backbone of any successful enterprise, influencing everything from customer satisfaction to financial stability. This comprehensive guide covers key strategies, best practices, and actionable tips to help you steer your business toward sustained growth and success.

## Understanding the Foundations of Business Success

Success in business does not happen by chance. It results from deliberate planning, consistent effort, and adaptive strategies. Before diving into management techniques, it's crucial to understand the core elements that underpin a flourishing business.

### Clear Vision and Mission

- Define your purpose and long-term objectives.
- Communicate your vision to your team to foster alignment.
- Regularly revisit and refine your mission statement.

## **Strong Business Planning**

- Develop a detailed business plan outlining goals, target market, and competitive analysis.
- Set measurable objectives for short-term and long-term growth.
- Prepare contingency plans for potential challenges.

## **Understanding Your Market**

- Conduct thorough market research to identify customer needs and preferences.
- Analyze competitors to find your unique selling propositions.
- Stay updated with industry trends and innovations.

## **Effective Management Strategies for Business Success**

Managing a business effectively involves a combination of leadership, operational efficiency, financial oversight, and customer engagement.

### **Leadership and Team Management**

- Build a skilled and motivated team.
- Foster a positive organizational culture.
- Lead by example and promote open communication.
- Invest in employee training and development.

### **Operational Efficiency**

- Streamline processes to reduce waste and increase productivity.
- Utilize technology and automation tools where applicable.
- Establish standard operating procedures (SOPs).
- Monitor performance metrics regularly.

### **Financial Management**

- Maintain accurate financial records.
- Prepare and adhere to budgets.
- Analyze financial statements to inform decision-making.
- Manage cash flow effectively to ensure liquidity.

## **Marketing and Customer Engagement**

- Develop a strong brand identity.
- Use digital marketing channels such as social media, email marketing, and SEO.
- Engage with customers through feedback and personalized service.
- Offer loyalty programs and promotions to retain clients.

## **Implementing Effective Systems and Processes**

Efficiency is key to managing a successful business. Implementing the right systems can save time, reduce errors, and improve overall performance.

### **Technology Integration**

- Use customer relationship management (CRM) software to track interactions.
- Adopt accounting and invoicing tools.
- Implement inventory management systems.

### **Standard Operating Procedures (SOPs)**

- Document routine tasks and best practices.
- Ensure consistency in service delivery.
- Facilitate onboarding and training.

### **Performance Monitoring**

- Set Key Performance Indicators (KPIs) aligned with business goals.
- Use dashboards and reports for real-time insights.
- Regularly review and adjust strategies based on data.

## **Building a Resilient Business**

Resilience is crucial in navigating market fluctuations and unforeseen challenges.

## **Adaptability**

- Stay flexible to pivot strategies when necessary.
- Keep abreast of technological advancements.

## **Risk Management**

- Identify potential risks early.
- Develop mitigation plans.
- Obtain appropriate insurance coverage.

## **Innovation**

- Encourage creativity within your team.
- Explore new products, services, or markets.
- Invest in research and development.

## **Customer Focus and Quality Assurance**

Satisfied customers are the foundation of repeat business and positive word-of-mouth.

## **Deliver Exceptional Service**

- Prioritize customer needs and preferences.
- Train staff in customer service excellence.
- Respond promptly to inquiries and complaints.

## **Quality Control**

- Maintain high standards for products and services.
- Conduct regular quality audits.
- Gather customer feedback for continuous improvement.

## **Growth and Scaling Strategies**

Scaling your business requires strategic planning and resource management.

## Market Expansion

- Identify new target markets.
- Diversify product or service offerings.
- Expand geographically.

## Partnerships and Collaborations

- Build strategic alliances with other businesses.
- Leverage shared resources and networks.

## Investment and Funding

- Seek funding options such as loans, investors, or grants.
- Reinvest profits into growth initiatives.

## Conclusion: Sustaining Long-Term Success

Managing a successful business is an ongoing journey that demands dedication, strategic thinking, and adaptability. By establishing a solid foundation, implementing efficient systems, fostering innovation, and maintaining a customer-centric approach, you can navigate challenges and capitalize on opportunities. Remember, continuous learning and improvement are vital?stay informed about industry trends, embrace change, and invest in your team. With these principles in mind, your business can achieve sustainable growth and long-term success.

## Additional Resources

- Small Business Administration (SBA) Guides
- Industry-specific associations and networks
- Business management courses and workshops
- Financial planning tools and software

By applying these insights and strategies, you are well on your way to mastering business management and building a resilient, profitable enterprise.

Catering a guide to managing a successful business requires a comprehensive approach that combines strategic planning, effective leadership, operational efficiency, and adaptability. As entrepreneurs and managers navigate the complexities of the modern marketplace, understanding the core principles of business management becomes essential for long-term success. This guide aims to provide an in-depth analysis and actionable insights to help you steer your business toward growth, stability, and sustainability.

## Understanding the Foundations of Business Success

Every successful business begins with a clear understanding of its foundational elements. These include defining your vision and mission, understanding your target market, and establishing solid core values. Without a strong foundation, even the most innovative ideas can falter.

### Defining Your Vision and Mission

- Vision Statement: What future does your business aspire to create? Your vision should inspire both your team and your customers.
- Mission Statement: What is your business's purpose? It should articulate what you do, for whom, and how.

### Identifying Target Audience and Market Niche

- Conduct thorough market research to understand customer needs, preferences, and behaviors.
- Segment your audience based on demographics, psychographics, and buying patterns.
- Position your products or services to meet specific needs better than competitors.

### Core Values and Company Culture

- Establish principles that guide decision-making and behavior within your organization.
- Cultivate a positive, inclusive, and productive workplace culture that attracts and retains talent.

## Strategic Planning for Long-Term Growth

Strategic planning is crucial for aligning daily operations with your long-term goals. It involves setting measurable objectives, analyzing competitive landscapes, and developing actionable plans.

### Developing a Business Plan

- Executive Summary
- Business Description
- Market Analysis
- Organization and Management Structure
- Marketing and Sales Strategies
- Financial Projections

## Setting SMART Goals

- Specific: Clearly define what you want to accomplish.
- Measurable: Quantify progress with key performance indicators.
- Achievable: Set realistic targets considering resources.
- Relevant: Ensure goals align with overall business vision.
- Time-bound: Establish deadlines to foster accountability.

## Conducting SWOT Analysis

- Strengths: Internal advantages.
- Weaknesses: Internal areas for improvement.
- Opportunities: External possibilities for growth.
- Threats: External challenges to address.

## Effective Leadership and Team Management

A successful business relies heavily on strong leadership and a motivated team. Building a cohesive, skilled workforce can propel your organization forward.

### Leadership Styles and Their Impact

- Transformational Leadership: Inspires innovation and change.
- Transactional Leadership: Focuses on routine and structure.
- Servant Leadership: Prioritizes team well-being and development.

### Hiring and Talent Acquisition

- Define clear role requirements.
- Use structured interview processes.

- Prioritize cultural fit alongside skills.

## **Employee Development and Retention**

- Offer ongoing training and professional growth opportunities.
- Recognize and reward achievements.
- Foster open communication and feedback channels.

## **Operational Efficiency and Process Management**

Streamlining operations is vital for reducing costs and improving service delivery. Efficient processes ensure that your business can scale sustainably.

### **Process Optimization Techniques**

- Map out existing workflows to identify bottlenecks.
- Use technology to automate repetitive tasks.
- Implement quality control measures to maintain standards.

## **Financial Management and Budgeting**

- Maintain accurate bookkeeping and accounting records.
- Monitor cash flow regularly.
- Prepare budgets and financial forecasts to guide decision-making.

## **Supply Chain and Inventory Control**

- Build strong relationships with reliable suppliers.
- Use inventory management software.
- Practice just-in-time inventory to reduce holding costs.

## **Marketing and Customer Engagement**

Attracting and retaining customers is the lifeblood of a thriving business. Effective marketing strategies and excellent customer service create brand loyalty and competitive advantage.

### **Developing a Branding Strategy**

- Create a compelling brand identity (logo, messaging, tone).
- Consistently communicate your value proposition across channels.

## Digital Marketing and Social Media

- Build a professional website optimized for search engines.
- Utilize social media platforms to engage with your audience.
- Invest in content marketing, email campaigns, and online advertising.

## Customer Service Excellence

- Train staff to prioritize customer satisfaction.
- Collect feedback through surveys and reviews.
- Resolve issues promptly and professionally.

## Adapting to Market Changes and Innovation

The business landscape is constantly evolving. Flexibility and innovation are critical to staying ahead of trends and responding to unforeseen challenges.

## Monitoring Industry Trends

- Subscribe to industry publications.
- Attend conferences and networking events.
- Use analytics tools to track customer behavior.

## Fostering Innovation

- Encourage idea sharing among team members.
- Invest in research and development.
- Pilot new products or services on a small scale before scaling.

## Risk Management and Contingency Planning

- Identify potential risks (financial, operational, reputational).
- Develop contingency plans for critical scenarios.

- Maintain adequate insurance coverage.

## Measuring Success and Continuous Improvement

Regular evaluation of your business performance helps identify areas for improvement and ensures you stay aligned with your goals.

### Key Performance Indicators (KPIs)

- Revenue growth
- Customer satisfaction scores
- Employee turnover rates
- Operational efficiency metrics

### Feedback and Review Cycles

- Conduct quarterly reviews of strategic objectives.
- Solicit feedback from employees and customers.
- Adjust strategies based on data and insights.

### Fostering a Culture of Learning

- Promote ongoing education and training.
- Celebrate successes and learn from failures.
- Encourage innovation and experimentation.

## Conclusion: The Path to Business Success

Catering a guide to managing a successful business involves a multifaceted approach that emphasizes strategic planning, leadership, operational excellence, and adaptability. While challenges are inevitable, a solid foundation built on clear goals, effective team management, and continuous improvement will position your business for sustained growth. Remember, success is not a destination but an ongoing journey?embrace change, prioritize your customers, and cultivate a resilient organizational culture. By applying these principles, you'll be well-equipped to navigate the complexities of the business world and achieve your long-term visions.

**Question** What are the key steps to starting a successful catering business? Begin by conducting market research, defining your niche, creating a detailed business plan, securing

necessary licenses, sourcing quality ingredients, and developing a strong marketing strategy to attract clients. How can a catering business ensure consistent food quality and customer satisfaction? Implement standardized recipes, train staff thoroughly, maintain strict hygiene practices, gather customer feedback regularly, and continually refine your menu and service based on reviews. What marketing strategies are most effective for growing a catering business? Utilize social media marketing, build a professional website, network with event planners, offer tasting sessions, gather and showcase customer testimonials, and participate in local events to increase visibility. How do you manage costs and pricing to ensure profitability in catering? Track all expenses meticulously, set competitive yet profitable prices, negotiate with suppliers for better rates, avoid waste, and offer tiered packages to cater to different budgets. What technology tools can help streamline catering business operations? Use online booking and scheduling software, inventory management systems, point-of-sale (POS) systems, customer relationship management (CRM) tools, and digital marketing platforms to improve efficiency. What are common challenges in the catering industry and how can they be addressed? Common challenges include fluctuating demand, high competition, and maintaining quality. Address these by diversifying your services, building strong supplier relationships, investing in staff training, and continuously innovating your menu and offerings.

**Related keywords:** catering business, event planning, food service management, catering marketing, menu development, customer service, catering equipment, staffing solutions, pricing strategies, business growth

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