

INDEX



A

- ACF. *See* American Culinary Federation
- Action. *See* Awareness Interest Desire Action
- Action loop, 125
 - definition, 130
 - usage. *See* High-quality customer service
- Additional side dishes, preparation (client question), 108
- Adjustment, 125
 - definition, 130
- Advance payment, client question. *See* Cooking
- Advertising, 91–93. *See also* Personal chef business
 - definition, 96
 - injury, amount, 26
- Age, demographic category, 74
- AIDA. *See* Awareness Interest Desire Action
- Alejo, Jackie, 71
 - roundtable discussion, 19
- Allergies
 - assessment form, 190
 - preferences, 137–138
- American Culinary Federation (ACF), 23
 - certification web site, 2e
 - definition, 27
- American Personal and Private Chef Association (APPCA), 55
 - definition, 27
 - logo, 25e
 - Partners in Lifestyle Solutions, 169
 - result, 6
- Ancestry, 77
- AP. *See* As purchased
- APPCA. *See* American Personal and Private Chef Association
- Appendices, 167
- Aprons, necessity, 147
- Asian Beef and Green Beans, recipe, 172
- As purchased (AP), 62
 - definition, 67
- Assessment, 127–129
 - definition, 130
 - meeting. *See* Clients
 - definition, 118–119
 - process, 127. *See also* Potential client
 - conducting, 128–129
 - definition, 130
 - sales presentation. *See* Clients
- Assessment form. *See* Allergies; Clients
 - definition, 130
 - providing, 129
 - review, 128
 - sample, 134–137
- Assets, 8
 - definition, 15, 66
 - liability, excess. *See* Corporation
 - limited liability, 11
- Athletes, niche market, 84
- Aupke, Shari (advice), 87
- Au Poivre Sauce, recipe, 175
- Average gross profit percentage, 59
 - definition, 67
- Average gross profit per sale, 59
 - definition, 67

- Average home value, 77
 Awareness Interest Desire Action (AIDA), 91
- B**
- Baby boomers, niche market, 82–83
 Bare-bones budget, 40
 Barley soup, recipe. *See* Beef Barley Soup
 Baster, necessity, 147
 Beard, Henry (quote), 142
 Beef
 grade levels. *See* United States Department of Agriculture
 recipe. *See* Asian Beef and Green Beans
 Beef Barley Soup, recipe, 178
 Beef Stew with Mushrooms, Olives, and Dark Beer (recipe), 177
 Beer, recipe. *See* Beef Stew with Mushrooms, Olives, and Dark Beer
 Big Three. *See* Elevator speech; Mission statement; Vision statement
 Black bean salad, recipe. *See* Orzo and Black Bean Salad with Spinach and Roasted Yellow Squash
 Black bean soup, handling instructions, 145
 Blender, necessity, 146
 Bonding
 definition, 27
 requirement, 26
 Bookkeeping, learning, 41
 Borchardt, Carol
 advice, 133
 assessment form, 134–137
 quote, 127
 recipe, 178, 180
 Bowls, necessity, 146
 Breakeven analysis, 59–60
 definition, 67
 Breakeven point, 60
 calculation formula, usage, 60e
 definition, 67
 Brochures, usage, 95
 Budget. *See* Bare-bones budget; Golden budget
 optimism, 40
- Burns, George F. (quote), 34
 Business. *See* Personal chef
 cards, acceptance, 92
 charges, amount (determination), 71
 considerations, 14–15
 control, 37
 description, 34e
 legitimization, 22–23
 license. *See* Local business license
 necessity, 24–25
 marketing, 34e
 neglect, avoidance, 41
 organization, 34e
 ownership, types, 8–11
 perspective, 71
 registration. *See* Personal service business
 taxes
 obligation, 13
 payment, 12–13
 Business Editor, contact, 94
 Business plan, 31, 124e. *See also* Financial business plan; Management components, 33–34
 flowchart, 34e
 definition, 38, 48
 discussion questions, 41
 discussion questions/activities, 40
 explanation, 32e
 idea, preparation, 35
 introduction, 31
 key terms, 32, 38
 learning outcomes, 32
 preparation, 31
 issues, consideration, 35–37
 review, 41
 questions, 38–39
 types, 34–35
 writing, 32–33
- C**
- Cancellation policy, 117, 192
 Can opener, necessity, 147
 Capital. *See* Working capital
 definition, 15, 38, 66
 finding, 56–58
 obtaining, 34. *See also* Investor stock, definition, 16
 strategy, definition, 67

- Caregiver classification, 77
- Carlsen, Kristin, 70
- Carroll, Lewis (quote), 43
- Carter, Rosalynn (quote), 129
- Cash
 - basis, definition, 16
 - definition, 66
 - management, 58–60
- Cash flow. *See* Negative cash flow; Operating cash flow; Positive cash flow
 - definition, 66
 - illustration, 59e
 - projections, 58
 - definition, 67
- Categorized menu, 113
 - example, 114e
- Caterer
 - contrast. *See* Personal chef
 - table, supply, 159
- Catering, 158–159. *See also* Off-premise catering; On-premise catering
- Ceviche, recipe. *See* Tuna and Scallop Ceviche
- Chafing dishes, 159
- Chamber of Commerce, 33
 - definition, 38
- Chapter C corporation, 24
 - definition, 27
- Charlemagne, quote, 140
- Cheeses, preferences, 138
- Chef. *See* Personal chef
 - evolution, 4–6
 - signature, 117
- Chicken rotolo, handling instructions, 146
- Child, Julia (quote), 113
- Chilling, usage, 144
- Claiborne, Craig (quote), 1
- Clients. *See* Potential client
 - agreements, 117, 192
 - assessment, 133
 - form, 106, 188–189
 - meeting, 105
 - performing, 103
 - assessment sales presentation, 105–108
 - components, 106
 - face-to-face meeting, 128–129
 - firing, 126–127
 - follow-up, 103, 117–118
 - process, 129
 - handling instructions, sample, 145–146
 - home, teaching, 161
 - identification, 74–75
 - kitchen, usage, 141–143
 - meals, preparation, 129
 - menu choices, planning, 141e
 - needs, 73
 - questions, 107–108
 - requirements, 126
 - service, understanding, 104
 - signature, 117
 - temporary medical conditions, niche market, 84
- Commercial freezing labels, 143
- Commercial kitchen, 156–158, 160e
 - definition, 162
 - teaching, 159–160
 - usage. *See* Revenue streams
- Competition, 73
- Competitive advantage, 33, 81
 - definition, 38, 84
- Condensation
 - definition, 148
 - process, 144
- Containers. *See* Food
 - configurations, examples, 112
 - options, 117, 191
 - usage. *See* Disposable containers; Reusable containers
- Convection oven cooking, 170
- Cook date, reservation, 106
- Cooking. *See* Convection oven
 - cooking
 - advice. *See* Microwave cooking
 - class dinner parties, 161
 - date, advance payment (client question), 108
 - session, mise en place (preparation), 142e
- Cooler, usage, 156
- Cooling, importance, 144
- Corporation, 10. *See also* Chapter C corporation; Domestic corporation; Subchapter S corporation
 - assets, liability (excess), 11
 - definition, 16, 27
 - ownership, 23

- Cost. *See* Edible portion; Fixed costs; Food; Variable costs
 - categories, 55e
 - client question, 108
 - estimation. *See* Start-up cost
 - identification, 55–56
 - tracking, knowledge, 41
- Cost per entrée. *See* Entrée
- Coverage, 26
- Cover letter, providing, 81
- Craig Claiborne, quote, 1
- Credit report, 57
 - definition, 66
- Customer data, 116, 191
- Customer service, 123
 - discussion questions, 138
 - discussion questions/activities, 132
 - ensuring, action loop (usage). *See* High-quality customer service
 - interaction, 124–125
 - introduction, 123
 - key terms, 124, 130
 - learning outcomes, 123–124
 - plan, creation, 124e
 - review questions, 131–132
- Customization, 127–129
 - definition, 119, 130
 - degree, 128
 - demonstration, 115
- Customized program, 105
 - definition, 119
- Cutting boards, necessity, 146
- D**
- Dark beer, recipe. *See* Beef Stew with Mushrooms, Olives, and Dark Beer
- Data
 - analysis/interpretation, 76e
 - collection, 76e
- Davis, Bryan, 164
- Davis, Jim, 71
 - advice, 164
 - quote, 159, 160
 - roundtable discussion, 19
- DBA. *See* Doing Business As
- Deal, closing, 103, 106, 116–117
 - definition, 119
- Debt loan, 57
 - definition, 66
- Deductions, 9, 64
 - definition, 15, 67
- Default, definition, 66
- Demand. *See* Elasticity of demand
- Demographics
 - categories, 74–75
 - definition, 84, 96
 - profile, 44
- Desire. *See* Awareness Interest Desire Action
- Dessert service. *See* Tea/desserts
- DINKS. *See* Dual Income No Kids
- Dinners. *See* Intimate dinners; Wine pairings
 - clubs, 158, 160e
 - definition, 162
 - cooking, press release (sample), 195–196
 - parties, 160–161, 161e. *See also* Cooking
 - definition, 162
- Direct mail advertising, 95
- Disability, categorization, 77
- Dish soap, necessity, 147
- Disposable containers, usage, 111
- Disraeli, Benjamin (quote), 123
- Dividends, definition, 16
- Doing Business As (DBA)
 - definition, 27
 - filing, 23
 - licensing, relationship, 29–30
 - registration, 22
 - process, 23–24
- Domestic corporation, definition, 16
- Douglass, Donna (recipe), 175
- Drip loss
 - definition, 148
 - impact, 144
- Dual Income No Kids (DINKS), niche market, 83
- Dual servings, containers, 112
- E**
- Edible portion (EP)
 - cost, 62
 - definition, 67
 - definition, 67
- Education, demographic category, 74
- Einstein, Albert (quote), 7
- Elasticity of demand, 62
 - definition, 67
- Elevator speech, 43, 46
 - believability, 47

- benefit, focus, 46
- conciseness, 46
- conversation, focus, 47
- customer focus, 46
- definition, 48
- discussion questions, 52
- discussion questions/activities, 50
- explanation, 46–48
- focus/flexibility, 47
- interest, 46
- introduction, 43
- key terms, 44, 48
- learning outcomes, 43
- positivity, 47
- questions, answering, 47
- review questions, 49–50
- sample, 47–48
- smoothness, 47
- worksheet, 47
- Employee Identification Number (EIN), 22
 - definition, 27
 - usage, 24
- Employment status, 77
- Employment taxes, 13. *See also* Self-employment tax
 - definition, 16
- Empty nesters, niche market, 83
- End-of-month (EOM)
 - invoice/accounting, 110
- Entrée
 - cost, 110
 - definition, 119
 - list, suggestions, 106
 - serving, calculations, 109
 - suggestion list, 115
 - definition, 119
- EOM. *See* End-of-month
- EP. *See* Edible portion
- Equipment
 - choices, 157
 - expenses, 194–195
 - list, 146–147, 157
 - usage. *See* Heating
- Equity, 57
 - definition, 66
- Erickson, Meredith
 - advice, 40–41
 - elevator speech, 48
 - quote, 32, 63
 - recipe, 177
- Estimated taxes, 64
 - definition, 67
- Ethnicity, demographic category, 74
- Evaluation, 125
 - definition, 130
- Excise taxes, 13
 - definition, 16
- Executive summary, 45
 - definition, 48
- Exhaust hoods, usage, 156
- Expenses, 8, 54, 193–195. *See also*
 - Equipment; Major expenses;
 - Office expenses; Personal chef service; Professional services
 amount. *See* Medical expenses
 - calculation, 65
 - definition, 15, 66
- F**
- Face-to-face meeting. *See* Clients
- Fair Isaac & Company (FICO), 57
 - definition, 66
- Family income, 77
- Family size, demographic category, 74
- Family-size servings, containers, 112
- Federal Insurance Contributions Act (FICA), definition, 16
- Federal self-employment taxes, 13
- Federal Unemployment Tax Act (FUTA), 14
 - definition, 16
- Feedback, 125, 129
 - definition, 130
- Fees, 191. *See also* Flat fee;
 - Professional services
 - food, inclusion, 117
- FICA. *See* Federal Insurance Contributions Act
- FICO. *See* Fair Isaac & Company
- Finances, 53
 - assessment, 36
 - discussion questions, 72
 - discussion questions/activities, 70
 - introduction, 53
 - key terms, 54, 66–67
 - learning outcomes, 53–54
 - review questions, 68–70
- Financial business plan, 34
 - definition, 38
- Financial goals, defining, 44
- Financial information, 34e
- First-aid items, necessity, 147
- First impressions, 103–105

- Fish cakes, recipe. *See* Thai Fish Cakes
 - Fixed costs, 55
 - definition, 66
 - Fixed-rate loan, 57
 - definition, 66
 - Flank steak, recipe. *See* Stuffed Rolled Flank Steak with Spinach and Prosciutto
 - Flat fee, 109, 116–117
 - definition, 119
 - pricing system, explanation, 109–110
 - Floor surface, importance, 157
 - Flyers, usage, 95
 - Follow-up process. *See* Clients
 - Food
 - cost, 63
 - definition, 67
 - inclusion, fee. *See* Professional services
 - delivery vehicle, 158
 - heating
 - advice, 169
 - client question, 107
 - heating table. *See* Vegetarian food items, purchase. *See* High-quality food items
 - sanitation card, 22
 - storage containers, 111–112
 - Food Editor, contact, 94
 - Food processor, necessity, 146
 - FoodSaver®, 111
 - Formal research, 76
 - definition, 84
 - Freezer
 - burn, 145
 - definition, 148
 - information, 144
 - space, necessity (client question), 107
 - usage, 156
 - Freezing
 - basics, 144–145
 - labels. *See* Commercial freezing labels
 - Fried prosciutto, recipe. *See* Green Beans with Lemon and Fried Prosciutto
 - Fruit, preferences, 137
 - Fuertes, Javier, 71
 - advice, 121
 - Funnels, necessity, 147
 - FUTA. *See* Federal Unemployment Tax Act
- G**
- Gains
 - definition, 16
 - making, 60–63
 - Garlic press, necessity, 147
 - Gates, Bill (quote), 101
 - General liability insurance, definition, 27
 - General partnership, 9, 9e
 - definition, 15
 - Geographical area, definition, 96
 - Geographical representation, 75
 - definition, 84
 - Gill, Karen, 71
 - Gladware®, 111
 - Golden budget, 40
 - Grains/legumes, preferences, 138
 - Graters, necessity, 147
 - Green beans, recipe. *See* Asian Beef and Green Beans
 - Green Beans with Lemon and Fried Prosciutto, recipe, 174
 - Greens/lettuces, preferences, 137
 - Grocery shopping
 - advice, 140–141
 - form, 141
 - definition, 148
 - Gross income, definition, 15, 67
 - Gross profit percentage. *See* Average gross profit percentage
 - definition, 67
 - Gross receipts
 - calculation, 60
 - definition, 16
- H**
- Hakuta, Ken (quote), 53
 - Hand juicer, necessity, 147
 - Handling instructions, 145–146, 192
 - definition, 148
 - sample. *See* Clients
 - Health, demographic category, 74
 - Heating. *See* Food
 - equipment, usage, 157
 - instructions, supply, 129
 - tables, 184–186. *See also* Meat; Poultry; Soups; Vegetarian food
 - Herbs/seasonings, preferences, 138
 - Herbst, Sharon Tyler, 170

Herndon, Tom (recipe), 176
 Herodotus, quote, 21
 High-quality customer service
 (ensuring), action loop (usage),
 125e
 High-quality food items, purchase, 144
 Home-based businesses,
 considerations, 14–15
 Home meal replacement, 159
 definition, 162
 Hospitality attitude, 125
 definition, 130
 Household size/ownership/language,
 77
 Huff, Jim
 advice, 51
 mission statement, 45
 Hummus, recipe. *See* Pumpkin
 Hummus
 Hybrid loan, 57
 definition, 66

I

Income, 8, 59, 193. *See also* Gross
 income; Net income; Self-
 employment income
 calculation, 65
 definition, 15, 67
 demographic category, 74
 tax, 12
 definition, 16
 Incorporation, 11–12
 definition, 16
 Inflows, 59
 definition, 67
 Information form. *See* Personal chef
 service
 Initial contact, 103–105
 definition, 118
 Instant thermometer, necessity, 147
 Insurance. *See* General liability
 insurance
 usage, 25–26
 Interest. *See* Awareness Interest Desire
 Action
 Interest/hobbies, demographic
 category, 74
 Internal Revenue Service (IRS)
 1040 form, 13
 publications, 12
 website, 12
 Internet, importance, 95–96

Intimate dinners, 160, 161e
 Inventory, 60
 definition, 16, 67
 Investor, 31
 capital, obtaining, 34
 definition, 38
 IRS. *See* Internal Revenue Service
 Ivex®, 111, 143

J

Jaffe, Betsy (advice), 98
 Jaret, Peter E., 37
 Joint venture, 9e
 partnership, 9
 definition, 16

K

Kahaner, Larry, 45
 Kitchen. *See* Commercial kitchen;
 Production kitchen; Storefront
 kitchen
 cooking, client question, 107
 review, 128
 shears, necessity, 147
 transport. *See* Mobile kitchen
 usage. *See* Clients

L

Ladles, necessity, 147
 Layout. *See* Surveys
 delivery design. *See* Surveys
 Legal operation, 21
 discussion questions, 30
 discussion questions/activities, 29
 introduction, 21
 key terms, 22, 27
 learning outcomes, 21
 review questions, 27–29
 Lemon, recipe. *See* Green Beans with
 Lemon and Fried Prosciutto
 Liability, 8. *See also* Personal liability
 amount, 26
 definition, 15
 excess. *See* Corporation
 insurance. *See* General liability
 insurance
 Licensing, relationship. *See* Doing
 Business As
 Lifestyle Editor, contact, 94
 Lifestyles, demographic category, 74
 Lighting, requirements, 157
 Limited liability. *See* Assets

- Limited liability company (LLC), 10
 - characteristics, 11e
 - usage, 11
 - definition, 16, 27
 - ownership, 23
 - Limited partnership, 9, 9e
 - definition, 15–16
 - Liquids, containment, 145
 - LLC. *See* Limited liability company
 - Loans. *See* Debt loan; Fixed-rate loan; Hybrid loan; Long-term loan; Short-term loan; Variable-rate loan
 - proposal, 57
 - definition, 66
 - Local business license, 22
 - definition, 27
 - Local newspaper, usage, 92
 - Local self-employment taxes, 13
 - Location, pricing, 110
 - Long-term loan, 57
 - definition, 66
 - Loss, 9
 - definition, 15
 - Lunt, Howard, 71
 - Lyon, Kristin (recipe), 174
- M**
- Mader, Heather
 - profile, 151–152
 - recipe, 179
 - Mailed surveys, 78–81
 - Major expenses, 63–65
 - Management
 - business plan, 34
 - definition, 38
 - centralization, 11
 - Marital status, 77
 - demographic category, 74
 - Market group, defining, 76e
 - Market identification, 44, 73
 - discussion questions, 88
 - discussion questions/activities, 86
 - introduction, 73
 - key terms, 74, 84
 - learning outcomes, 73
 - review questions, 85–86
 - Marketing, 89. *See also* Personal chef
 - business
 - definition, 96
 - discussion questions, 99
 - discussion questions/activities, 98
 - expenditures, 91
 - definition, 96
 - introduction, 89
 - key terms, 90, 96
 - learning outcomes, 89
 - plan, 74, 90–91
 - definition, 84, 96
 - programs, 90
 - research. *See* Primary marketing research
 - review questions, 96–98
 - strategy, definition, 96
 - Market research, 74
 - cycle, 76e
 - definition, 84, 96
 - execution, 75–78
 - plan, definition, 84
 - Matrix format
 - definition, 119
 - impact, 113
 - menu, example, 113e
 - Maximizing sales volume, 90, 126
 - definition, 96, 130
 - McCracken, Pete (profile), 152
 - Measuring spoons, necessity, 147
 - Meat
 - delicate, heating table, 186
 - dense, heating table, 185
 - Medical expenses, amount, 26
 - Medical niche markets, 82e
 - Menu
 - choices, planning. *See* Clients design, 121–122
 - development, 103
 - example. *See* Categorized menu; Matrix format
 - selection, 113–115
 - Microwave cooking, advice, 170
 - Microwave oven, usage, 169
 - Mirepoix
 - definition, 148
 - usage, 142
 - Mise en place
 - definition, 148
 - preparation. *See* Cooking principle, 142
 - Mission statement, 33, 43, 134e
 - definition, 38, 48
 - discussion questions, 52
 - discussion questions/activities, 50
 - explanation, 45, 45e
 - introduction, 43

- key terms, 44, 48
- learning outcomes, 43
- review questions, 49–50
- usage, 46, 51
- Mobile kitchen, transport, 129
- Money
 - making, 60–63
 - saving, 61
- Mortgage status, 78
- Mushroom
 - brush, necessity, 147
 - recipe. *See* Beef Stew with Mushrooms, Olives, and Dark Beer
- N**
- National Restaurant Association
 - Education Foundation (NRAEF), 23
 - definition, 27
- National Restaurant Association (NRA), 23
 - definition, 27
- Negative cash flow, 59
 - definition, 67
- Net income, definition, 15
- Net profit
 - calculation, 61e
 - definition, 67
- Niche marketing. *See* Target audience
- Niche markets, 81–84. *See also* Medical niche markets
 - definition, 84
- NRA. *See* National Restaurant Association
- NRAEF. *See* National Restaurant Association Education Foundation
- Nuts/seeds, preferences, 138
- O**
- Occupation, 77
 - demographic category, 74
- Office expenses, 193–194
 - definition, 16
- Off-premise catering, 158, 160e
 - definition, 162
- On-hand pantry items, usage, 147–148
- Onions, recipe. *See* Beef Stew with Mushrooms, Olives, and Dark Beer
- On-premise catering, 160, 161e
 - definition, 1621
- Operating agreement, 10
 - definition, 16
- Operating cash flow, 59
 - definition, 67
- Operation, assessment, 36–37
- Orzo and Black Bean Salad with Spinach and Roasted Yellow Squash, recipe, 180
- Outflows, 59
 - definition, 66
- Overhead cost, definition, 38
- Ownership
 - discussion questions, 19
 - discussion questions/activities, 17
 - forms, 7. *See also* Business introduction, 7–8
 - learning outcomes, 7–8
 - roundtable discussion, 19
 - interests, free transfer, 11
 - key terms, 8, 15–16
 - review questions, 16–18
- P**
- Packing, advice, 146–148
- Pans
 - cost, 157
 - usage, 143
- Pantry items, usage. *See* On-hand pantry items
- Parmesan crust, recipe. *See* Salmon with Parmesan Crust and Pesto Cream
- Parties. *See* Dinners; Special events
- Partnerships, 9, 24. *See also* General partnership; Joint venture; Limited partnership
 - advantages/disadvantages, 10
 - agreement, definition, 16
 - definition, 15, 27
 - forms, 9e
- Pastry brush, necessity, 147
- Payroll unemployment taxes, 14
 - definition, 16
- PC. *See* Portion control
- PCC. *See* Personal Certified Chef
- PCEC. *See* Personal Certified Executive Chef
- People
 - food allergies, inclusion (niche market), 82

- People (*cont.*)
 - medically required diets (inclusion), niche markets, 83
- Peppers, recipe. See Pesto Peppers
- Peppler, Jody (recipe), 171
- Personal Certified Chef (PCC), 3
 - certification levels, 2e
- Personal Certified Executive Chef (PCEC), 3
 - certification levels, 2e
- Personal chef, 107
 - advice, 64
 - caterer, contrast, 22
 - definition, 119
 - evolution, 1
 - private chef, contrast, 107
 - sales/service cycle, usage, 103e
- Personal chef, daily life, 139
 - discussion questions, 153
 - discussion questions/activities, 150
 - examples, 150–152
 - introduction, 139
 - key terms, 140, 148
 - learning outcomes, 139
 - review questions, 148–150
- Personal chef business, 1–3, 161e
 - description, 187–188
 - formulation, 40–41
 - initiation, to-do list, 41
 - marketing/advertising, 98–99
 - start-up costs, funding, 70–71
- Personal chef service
 - expenses, 193
 - information form, 134–137
 - initiation, checklist, 187–188
- Personal injury, amount, 26
- Personal inventory, 36
- Personal liability, 8
 - definition, 15
- Personal service business, 25e
 - definition, 27
 - registration, 22
- Personal survey, 75
 - definition, 84
- Pesto cream, recipe. See Salmon with Parmesan Crust and Pesto Cream
- Pesto Peppers, recipe, 182
- Peterson, Steven D., 37
- Phipps, Christina (recipe), 182
- Plastic wrap, necessity, 147
- Plates, usage, 159
- Po, Wendy (recipe), 183
- Population counts, 77
- Portion control (PC), 62
 - definition, 67
- Positive cash flow, 59
 - definition, 67
- Postcards, effectiveness, 95
- Potato masher, necessity, 147
- Potential client, 104
 - assessment process, 105
 - definition, 119
 - definition, 118
- Pot holders, necessity, 146
- Pots
 - cost, 157
 - necessity, 146
- Poultry
 - delicate, heating table, 184
 - dense, heating table, 185
- Press release
 - samples, 93e, 195–196
 - usage, 94–96
- Pricing
 - options, establishment, 103
 - structures, 109–111
 - system. See Flat fee
- Primary marketing research, 75
 - definition, 84
- Primary research, 75
- Print media promotion/advertisement, 92
- Private chef, 107
 - contrast. See Personal chef
 - definition, 119
- Proactive, 125
 - definition, 130
- Product, capability, 47
- Production kitchen, definition, 162
- Product statement, 44
 - definition, 48
- Professional clients, niche market, 83
- Professional services
 - expenses, 194
 - food cost inclusion, fee, 109–110
 - definition, 119
- Profit, 9
 - calculation. See Net profit
 - definition, 15, 38
 - focus, 34
 - making, 60–63

percentage. *See* Average gross profit percentage; Gross profit percentage

sales, contrast, 127e

Profitable sales volume, 90, 126
definition, 96, 130

Promotion, 91–93
definition, 96

Prosciutto, recipe. *See* Green Beans with Lemon and Fried Prosciutto; Stuffed Rolled Flank Steak with Spinach and Prosciutto

Publicity, usage, 96–98

Pumpkin Hummus, recipe, 176

Pyle, Dale (profile), 150–151

Q

Qualitative research, 75
definition, 84

Quantitative research, 75
definition, 84

Quarterly tax payments, definition, 67

Questionnaire
publishing, high-quality method, 81
title, usage, 81

Questions
asking, 104
wording, importance, 80

R

Recipes
listing, 115
testing, 140

Rental occupancy, 78

Research. *See* Formal research; Market research; Primary research; Qualitative research; Quantitative research; Secondary research

defining, 76e
tools, development, 76e

Residence, demographic category, 74

Response rate, 78
definition, 84

Responses, 78, 103
definition, 84, 118

Résumé, impact, 110–111

Reusable containers, usage, 112

Revenue, definition, 16

Revenue streams, 155
definition, 162
discussion questions, 165
discussion questions/activities, 164
expansion, 164–165
increase, commercial kitchen
nonusage, 161e
usage, 160e

introduction, 155
key terms, 156, 162
learning outcomes, 155–156
review questions, 162–163

Roasted yellow squash, recipe. *See* Orzo and Black Bean Salad with Spinach and Roasted Yellow Squash

Rubber gloves, necessity, 146

Rubbermaid containers, 143

Ruskin, John (quote), 118

S

Safe Food Handler's Certification, 22
definition, 27
obtaining, 23

Saint-Gaudens, Augustus (quote), 145

Salad spinner, necessity, 146

Sales
contrast. *See* Profit

letter, usage, 95

mix, 62
definition, 67

plan, 102
definition, 118

presentations, 106. *See also* Clients; Telephone sales presentation providing, 103

projections, 37

revenue, 59
definition, 67

volume. *See* Maximizing sales volume; Profitable sales volume

Sales process, 101
discussion questions, 122
discussion questions/activities, 121
introduction, 101
key terms, 102, 118–119
learning outcomes, 102
review questions, 119–121

Sales/service cycle, 102–103
definition, 118
usage. *See* Personal chef

- Sales tax, 13–14
 - definition, 16
 - license, 14
 - definition, 16
- Salmon Gone Wild, recipe, 171
- Salmon with Parmesan Crust and Pesto Cream, recipe, 173
- Salt Lake City, social characteristics (profile), 77e
- Sample test, conducting, 76e
- Sarnoff, Robert W. (quote), 56
- SBA. *See* Small Business Administration
- Scales, necessity, 147
- Scallop ceviche, recipe. *See* Tuna and Scallop Ceviche
- Scheherazade casserole, handling instructions, 146
- Schenck, Barbara Findlay, 37
- School enrollment, 77
- Schwab, Charles M. (quote), 81
- SCORE. *See* Service Corps of Retired Executives
- Scrubbers, necessity, 147
- Secondary data, 76
 - definition, 84
- Secondary research, 76
 - definition, 84
- Self-employment income, definition, 16
- Self-employment tax, 12. *See also*
 - Federal self-employment taxes;
 - Local self-employment taxes;
 - State self-employment taxes
 definition, 16
- Semi-liquid foods, containment, 145
- Senior boomers, niche market, 82–83
- Service
 - agreement, 116–117
 - definition, 119
 - form, 106
 - comparison, 36
 - cycle. *See* Sales/service cycle
 - information form. *See* Personal chef service
 - plan, 102
 - definition, 118
 - usage, frequency (client question), 108
- Service Corps of Retired Executives (SCORE), 15
- Service process, 101
 - discussion questions, 122
 - discussion questions/activities, 121
 - introduction, 101
 - key terms, 102, 118–119
 - review questions, 119–121
- ServSafe, definition, 27
- Sessions
 - definition, 67
 - involvement, 60
 - mise en place, preparation. *See* Cooking
- Shareholder, 10
 - definition, 16
- Shopping. *See* Grocery shopping
 - advice, 146–148
- Short-term loan, 57
 - definition, 66
- Shrimp deveiner, necessity, 147
- Side dish preparation. *See* Additional side dishes
 - client question, 107
- Single servings, containers, 112
- Sinks, usage. *See* Three-compartment sinks; Two-compartment sinks
- Small Business Administration (SBA), 55
 - contact, 12, 33
 - definition, 38
 - support, 15
- Small wares, importance, 157
- Social characteristics, profile, 77e
- Sole proprietorship, 8
 - advantages/disadvantages, 9e
 - benefits, 8
 - definition, 15, 27
 - disadvantages, 8
- Soups
 - heating table, 184
 - recipe. *See* Beef Barley Soup
- South Beach Diet, niche markets, 83
- Spatulas, necessity, 147
- Special events, 161e
 - parties, 160
- Spinach, recipe. *See* Orzo and Black Bean Salad with Spinach and Roasted Yellow Squash; Stuffed Rolled Flank Steak with Spinach and Prosciutto
- Splatter screen, necessity, 146
- Sponges, necessity, 147
- Squash, recipe. *See* Orzo and Black Bean Salad with Spinach and Roasted Yellow Squash

- Start-up cost, 54
 definition, 66
 estimation, 54–56
 funding. *See* Personal chef
- Statements. *See* Mission statement;
 Product statement; Vision
 statement
- State self-employment taxes, 13
- State unemployment tax, 14
 definition, 16
- Statistical analysis, 75
 definition, 84
- Steak, recipe. *See* Stuffed Rolled Flank
 Steak with Spinach and
 Prosciutto
- Storefront kitchen, 157
 definition, 162
- Strainers, necessity, 147
- Strength/weakness assessment, 35e
 definition, 38
- Stuffed Rolled Flank Steak with
 Spinach and Prosciutto, recipe,
 181
- Sturm, Alison, roundtable discussion,
 19
- Subchapter S corporation, 10, 24
 definition, 16, 27
- Surveys, 75. *See also* Mailed surveys;
 Personal survey
 cost, 79
 definition, 84
 delivery design, 80–81
 design, 79–80
 layout design, 80–81
 mailing, 80
 qualities, 80e
 writing, 79
- T**
- Tableware, usage, 159
- Target audience, niche marketing, 87
- Target market, 90
 definition, 96
- Taste
 evaluation, 143e
 preferences, 137–138
 profile, definition, 130
- Taxes, 12–13. *See also* Employment
 taxes; Estimated taxes; Excise
 taxes; Income; Sales tax; Self-
 employment tax
 addition, 14
 obligation. *See* Business
 definition, 16
 payment. *See* Business; Quarterly
 tax payments
- Tax ID number, 22
 definition, 27
- Teaching, 160e, 161e. *See also* Clients;
 Commercial kitchen
- Tea/desserts, 161e
 service, 160
- Telephone sales presentation, 104
 definition, 119
- Tenneco®, 111
- Text, usage/organization, 3–4
- Thai Fish Cakes, recipe, 179
- Three-compartment sinks, usage, 156
- Tongs, necessity, 147
- Total fixed cost per month, 61
- Total variable cost, 61
- Towels, necessity, 146
- Traits, 78
 definition, 84
- Trump, Donald (quote), 59
- Tuna and Scallop Ceviche, recipe, 183
- Tupperware containers, 143
- Turkey basil meatloaf, handling
 instructions, 146
- Tursi, Karen (recipe), 172
- Two-compartment sinks, usage, 156
- Two-income families (children,
 inclusion), niche market, 82
- Typeface, selection, 95
- U**
- Unemployment tax. *See* Payroll
 unemployment taxes; State
 unemployment tax
- United States Department of
 Agriculture (USDA)
 beef, grade levels, 140e
 Choice meats, usage, 61
- Utensils, usage, 143
- V**
- Values, 44
 definition, 48
- Variable costs, 55
 definition, 66
- Variable-rate loan, 57
 definition, 66
- Vegetables, preferences, 137
- Vegetarian food, heating table, 186

Vision statement, 33, 43–44, 124e
definition, 48
discussion questions, 52
discussion questions/activities, 50
explanation, 44–45
introduction, 43
key terms, 44, 48
learning outcomes, 43
questions/issues, 44
review questions, 49–50
usage, 46
Vision statement, definition, 38

W

Waldschmidt, Lisa (recipe), 181
Wallace, Candy
answering machine message, 104
chef, evolution, 4–6
direction, change, 5–6
quote, 4, 73, 89, 155
Waller, Peggy (recipe), 173
Wanamaker, John (quote), 91
Warming instructions, 145–146
Weakness, assessment. *See*
Strength/weakness assessment

Wealthy couples, niche market, 83
Weekly tracking, advantage, 64
Weight Watchers, niche market, 83
Wine corkscrew, necessity, 147
Wine pairings, 161e
dinner, 160
Wire whisk, necessity, 147
Wooden spoons, necessity, 147
Working capital, 59
definition, 67
Work surfaces, usage, 156
Wrapping, importance, 145

Y

Yellow Pages, usage, 94
Yellow squash, recipe. *See* Orzo and
Black Bean Salad with Spinach
and Roasted Yellow Squash
Yield, 61
definition, 67

Z

Ziploc®, 111
freezer bags, necessity, 147
Zone, niche markets, 83