

Taking Catering & Delivery to the Executive Level

Setting up a Catering & Delivery service to run in conjunction with your store operations is an important step.

You've done what is necessary to avoid resource cannibalization between the stores and Catering & Delivery.

You also need to hire senior people with relevant experience and aptitude to run your catering business. Otherwise it won't succeed.

Join Erle Dardick, CEO of MonkeyMedia Software, for a brown bag lunch session on effective Catering leadership.

Discussion Points

1. *Recognize the problem*

Every aspect of Catering & Delivery, from menu to ordering to payment, deviates in some way from your store operations. These differences, big and small, have to be addressed at the executive level.

2. *Now is the time to focus on catering strategies*

Especially during a downturn, as chains are **depending** on Catering & Delivery to drive new revenue, the impact of decisions made at the strategic level will immediately ripple through the entire organization.

3. *Catering Executives are specialists*

Strategic level thinking requires specialized knowledge. Your operations staff in Catering & Delivery has a different skill set from your restaurant staff; the same will apply at the executive level.

While small Catering & Delivery outfits sometimes have limited choices at the Executive level, recognizing that this is a separate domain is an important first step.

For chains, there is little reason not to draw from specialists in the Catering & Delivery area - professionals who have proven themselves in this line of business.

4. *Establish benchmarks, metrics and incentives*

A successful VP of catering is worth his or her weight in gold. Incentivize him or her, and provide metrics to ensure accountability and success in this important line of business.

