Module 01 Ethics Project - Good Enough to eat

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**Company Overview**

 Good Enough to eat is launched to provide the catering services to clients at offices, parties, festivals etc. in the United States. The company is built not only to provide food but also to provide rentals, event planning, consultancy services and training (Hill, 2016).

**Industry**

Catering industry is growing in the United States and generating approximately $7 billion revenues on the annual basis. Almost 10,000 catering businesses registered in the United States in 2013, and employing almost 12 million employees (Bloach, 2015). The revenue generating sources are corporate offices, birthday parties, weddings, funerals, and holiday parties. The revenue trend is constantly increasing.

**Domestic**

Initially, Catering Delight Company is launched to provide catering services domestically. When the company would fully establish itself domestically, it would grow globally. The domestic target markets are event planners, corporate organizations, families, schools, sport centers, wedding ceremonies, Entrepreneurs who want training (Hill, 2016).

**Type of Partnership**

The company is set with general partnership between two partners running the head office and working as CEOs. Partners invested $150,000 total and $75,000 each for the start-up of the catering business. Both partners are sharing liabilities, management, and profit and loss equally.

**Employees**

As the company is set on a small-scale with the partnership, the company’s staff comprises on 200 employees. The general positions include two chief Executive officers, admin manager, front desk officer, chief cooks, cooking assistants, sales and marketing staff, servers, drivers and cleaners.

**Number of Years**

The company is working since 3 years.

**Yearly Revenues**

As, the company is in the initial stage of growth, it is trying to maintain itself. At the initial stages, earning profits is not the big concern but maintenance and existence of the business is major concern. However, company is making profits since the last three years that are growing. First year profit: $ 7500, Second year profit: $10,000, Third year profit: $12,000.

**Complaints**

The company never received complaints on the quality and quantity of the food. However, customers complain that the company is providing limited range of food. They like the Catering Delight’s foods taste that is why they demand to add more foods in the servings.

 References

Bloach, H. (2015). Statistics and facts on catering services in the U.S. Retrieved from http://www.statista.com/topics/2289/catering-services-in-the-us/

Hill, B. (2016). How to Start a Small Catering Business. Retrieved from

http://smallbusiness.chron.com/start-small-catering-business-4830.html