

5 Year Plan

Vision

- To build a high-end private chef brand in San Diego that delivers restaurant-quality dining experiences in the home, while scaling into a small team of chefs that allows for increased income, consistent bookings, and long-term flexibility
- The business will begin part time and grow into a full time operation, eventually transitioning into a team-based model where multiple events can be executed under one brand

Core Services

- The business will focus on experience-driven dining designed for both consistency and premium pricing
- In home private dinners
- Coured tasting menus
- Romantic date night experiences
- Sushi and omakase experiences
- These services are structured to allow repeatability, strong visual presentation, and scalability when additional chefs are introduced

Target Market

- The business will primarily target
 - Couples seeking romantic and special occasion dining
 - Families hosting birthdays and private gatherings
 - Vacation rental guests looking for elevated in-home experiences
- This combination provides consistent bookings, higher ticket opportunities, and strong referral potential

Service Area

- Operations will cover all of San Diego County, allowing access to both high volume areas and higher income coastal markets

Pricing Strategy

- The business will begin at a mid tier price point to build demand and establish a client base
- As experience, reviews, and demand increase, pricing will gradually move into the high end range
- Pricing will scale based on menu complexity, guest count, and experience level, with tasting menus and omakase positioned as premium offerings
- The long term goal is to become a high value service where pricing reflects both quality and experience

Revenue Approach

- Income will be driven by a combination of
 - Consistent smaller bookings such as romantic dinners
 - Mid size private dinners for families and gatherings
 - High ticket experiences such as tasting menus and omakase
- As the business grows, focus will shift toward fewer but higher paying events while maintaining a strong booking base

Booking and Growth Strategy

- Clients will be acquired through a combination of
 - A professional website with strong visuals and clear service offerings
 - Photos and content generated from practice dinners
 - Word of mouth and referrals
 - Vacation rental partnerships
 - Social media showcasing plating, experiences, and behind the scenes content
- The goal is to create a system where bookings become consistent rather than sporadic

Client Experience Model

- Each service will follow a structured experience flow to ensure consistency and quality
- Pre event communication and menu planning
- Professional setup and presentation
- Engaging but controlled interaction during service
- Clean and organized breakdown
- This consistency is critical for reviews, referrals, and future scaling

Systems for Scaling

- As the business grows, systems will be developed for
 - Menu execution and plating standards
 - Shopping and prep workflows
 - Event timelines
 - Client communication templates
 - Pricing and quoting structure
- These systems will allow additional chefs to operate under the brand without reducing quality

Year 1 Foundation and Launch

- Primary focus is building the brand and validating the services
 - Launch the website
 - Develop and refine menus
 - Complete 5 practice dinners for each core service
 - Capture high quality photos and videos
 - Collect testimonials
 - Establish pricing
 - Begin booking paying clients
- This year is focused on building credibility, improving execution, and creating marketing assets

Year 2 Growth and Consistency

- Primary focus is creating steady bookings and increasing demand
 - Build consistent monthly bookings
 - Strengthen referral network
 - Improve website conversion
 - Begin raising prices gradually
 - Focus on high demand services
 - Expand into vacation rental market
- This phase shifts the business from inconsistent work to reliable income

Year 3 Transition to Full Time

- Primary focus is replacing full time income and stabilizing operations
 - Achieve consistent weekly bookings
 - Transition fully into the business
 - Increase pricing into high end range
 - Refine workflows and efficiency
 - Increase focus on premium experiences
- This is the turning point where the business becomes stable and sustainable

Year 4 Expansion and Team Building

- Primary focus is scaling beyond a solo operation
 - Hire and train one to two additional chefs or assistants
 - Standardize menus and service execution
 - Begin delegating events
 - Maintain quality control across all bookings
 - Increase total bookings without increasing personal workload
- This phase begins the transition from chef to operator

Year 5 Optimization and Flexibility

- Primary focus is creating a flexible and scalable business
 - Operate with a small team handling multiple events
 - Focus on higher value bookings
 - Reduce dependence on personal availability
 - Create flexibility to take time off
 - Maintain strong brand positioning in the high end market
- At this stage, the business supports both strong income and personal freedom

Long Term Outcome

- By year five, the business will operate as a premium private chef service with a small team, consistent demand, and the ability to generate strong income without requiring constant personal involvement
- The brand will be known for high quality dining experiences, strong presentation, and reliable execution across all services.