



Client Retention & Expansion Workshop for professional Personal Chefs Student Questionnaire

(Please print clearly)

Your name: _____

Your business name: _____

Your e-mail address: _____

Your web address: _____

Do you have any food allergies? Yes No Explain? _____

Type of Personal Chef training program used: _____

Date you completed the personal chef training: _____

Do you have a completed business plan? Yes No (must have completed your business plan to attend)

You are not limited to the space allotted for answers. Use additional paper if your answers require.

Describe in detail what your situation (not problem) is currently. For example, were you operating a Personal Chef service, then allowed it to lapse for an extended period, and you are now getting back involved, or, did you complete your training but never really focused on the actual launch due to other circumstances, or did you launch your service, but never achieved the client level you desired, etc?

Describe the problem or trouble you determine to be the number one issue to be dealt with in order to get back on track with your Personal Chef service:

Describe in detail the marketing efforts you have used, and what the outcome was for each. For instance, have you created a brochure, a web site, a business card, etc? How have you put these elements to work and where? What resulted from your efforts?

What is your desired client volume? _____

How many regular repeat clients do you have currently: _____

Identify your target market. Who are they, and how did you come to this decision?

What specialties or related business background do you have to offer? For example, are you a dietitian?

Describe the problem or trouble you determine as the number two issue to be dealt with in order to get back on track with your Personal Chef service:

Is your goal to operate a traditional Personal Chef Service, cooking at the client's home, and seeing regular customers on a repeating basis? Yes No

If "No" to the above question, describe what you envision your business to entail:

Important: Your completed questionnaire must arrive at the Culinary Business Academy a minimum of 10 days prior to the CREW training start date. Do not make any non-refundable reservations or obligations prior to receiving a personalized confirmation, either by e-mail or telephone. Submission of questionnaire alone does not automatically enroll you in this class. Anticipate a confirmation within 2 business days of questionnaire receipt by Culinary Business Academy. Tuition will be collected at the time you are confirmed into the workshop.

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Fax: 505-994-6399

E-mail: pellison@culinarybusiness.com (put CREW in subject line)

Questions: 800-747-2433