

# HOSP-1710: DOING BUSINESS AS A PERSONAL CHEF

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## Cuyahoga Community College

**Viewing: HOSP-1710 : Doing Business as a Personal Chef**

**Board of Trustees:**

January 2022

**Academic Term:**

Fall 2022

**Subject Code**

HOSP - Hospitality Management

**Course Number:**

1710

**Title:**

Doing Business as a Personal Chef

**Catalog Description:**

Introduction to the career of Personal Chef. Topics include: starting your own personal chef business; professional associations; preparing a personal chef business plan; forms of business organization; vision and mission statements; marketing and sales; legal issues; accounting criteria; client assessment; preparation and performing the service; safety and sanitation issues; packaging foods; and using a computer program to aid in your personal chef business.

Approved by the American Personal Chef Association.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

2

## Requisites

**Prerequisite and Corequisite**

ENG-1010 College Composition I, and HOSP-1020 Sanitation and Safety, and HOSP-1031 Fundamentals of Culinary Arts, and eligibility for MATH-0955 Beginning Algebra, or eligibility for MATH-0930 Essential Skills for Algebraic and Quantitative Reasoning, or eligibility for MATH-0940 Essential Skills for Contemporary Math; or departmental approval: personal or professional cooking skills and experience.

## Outcomes

**Course Outcome(s):**

Establish and operate a Personal Chef business.

**Essential Learning Outcome Mapping:**

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

**Objective(s):**

1. Define the core services provided by the personal chef.
2. Evaluate the various forms of business as they relate to the personal chef business.
3. Draft a vision and mission statement and evaluate it.
4. Develop a marketing plan using marketing research tools.
5. Identify legal and insurance issues for a personal chef's business.
6. Examine a variety of pricing strategies and list the pros and cons of each.
7. Identify fixed and variable costs per cook date and for business operation.
8. Use basic accounting criteria.
9. Prepare list of advertising, promotion, and sales activities.
10. Evaluate cost and effectiveness of various advertising, promotions and sales activities.

11. Prepare a press release/social media announcement.
12. List the differences between a personal chef and a private chef, a caterer, and those providing home meal replacement (HMR) services.
13. List steps in selling the service of professional chef once a prospective customer is identified.
14. Prepare and present a client assessment sales presentation including menus.
15. Identify the steps necessary to complete a cook date with a client.
16. List the skills needed by the personal chef.
17. Describe the benefits and challenges of the personal chef career.
18. Evaluate your own skills and interests in relationship to those needed to be a personal chef and make a plan for improving those areas you need to improve.
19. Name several trade organizations that provide services to the professional chef.
20. List the desirable features and benefits of several professional organizations.
21. List and evaluate tools and resources that can help the professional chef.
22. Answer questions that are necessary to complete the four parts of the personal chef business.

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**Course Outcome(s):**

Prepare and store soups, stews, salads, side dishes, entrees, vegetarian dishes, pastas and desserts using personal chef style recipe.

**Objective(s):**

1. Follow procedural patterns for laboratory sessions.
2. Use basic preparation and cooking terms.
3. Demonstrate basic food preparation and cooking techniques.
4. Follow safe and sanitary procedures in utilizing the Hazardous Analysis Critical Control Point (HACCP) principles.
5. Use appropriate temperatures in preparation and storage of various food products.
6. Use reference tables of yields, substitutions, and portioning.
7. Use correct weights and measurements.
8. Utilize product identification knowledge.
9. Follow procedures for production and pre-preparation.
10. Adjust recipes for a health conscious market.
11. Utilize a production schedule.
12. Collect recipes in a variety of categories that would be appropriate for the personal chef.
13. Make equipment list for recipes.
14. Make shopping list for recipes.
15. Make preparation schedule for recipes.
16. Complete a practice cook date in lab.
17. Complete a real cook date and evaluate.
18. Use a systematic procedure for the evaluation of the quality of food products using industry evaluation tools.

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**Methods of Evaluation:**

1. Product and skill evaluations
2. Participation; adherence to standard operating laboratory procedures and dress code
3. Evaluation of ability to follow directions
4. Lab reports
5. Weekly quizzes, midterm, and a final exam
6. Projects (i.e. mission statement, press release, etc.)
7. Final Project - (Business Plan)

**Course Content Outline:**

Lecture:

1. Introduction to the personal chef industry
  - a. Personal vs. private
  - b. Fresh service vs. traditional service
  - c. Home meal replacement
2. Professional associations and their benefit
  - a. American Personal & Private Chef Association (APPCA)
  - b. American Culinary Federation (ACF)
  - c. COSE, (Council of Smaller Enterprises), the small business division of the Greater Cleveland Partnership
  - d. Internal Revenue Service
3. The business plan
  - a. Description
  - b. Startup

- c. Service
- d. Financial administration
- 4. Forms of business
  - a. Sole Proprietorship
  - b. Partnerships
  - c. Corporations
  - d. S-Corporations
- 5. Vision and mission statements
  - a. Values
  - b. Goals
  - c. Service provided
- 6. The marketing plan
  - a. Clients
  - b. Needs
  - c. Competition
- 7. Operating legally
  - a. Business license
  - b. Insurance
  - c. Health codes
- 8. Establishing basic accounting criteria
  - a. Flat fee vs. service plus cost
  - b. Portion/entree costs
  - c. Food cost ratio
- 9. Marketing
  - a. Advertising
    - i. Good practices
    - ii. Activities
  - b. Promotion
    - i. Personal presentation
    - ii. Networking
  - c. Press releases
    - i. Development of release
    - ii. Types of releases
  - d. Selling the service
    - i. Sell yourself
    - ii. Sell your bBusiness
- 10. Client assessment sales presentations
  - a. Sales Presentation
  - b. Assessment Form
- 11. Evaluation
  - a. Feedback
  - b. Adjustment

Laboratory:

- 1. Recipe collection and refinement
  - a. Recipes developed in class
  - b. Cost effective
- 2. Menu selection
  - a. Cost prohibitive selections
  - b. Variety
  - c. Availability
- 3. Recipe preparation, storage, reheating, and evaluation
  - a. Soups and stews
  - b. Salads and side dishes
  - c. Chicken and turkey
  - d. Pork and beef
  - e. Vegetarian and pasta
  - f. Seafood
  - g. Desserts
- 4. Menu plan for practice cook date

- a. Client assessment
- b. Variety of foods to choose from
5. Practice cook date
  - a. Preparation and cooking
  - b. Menu
  - c. Equipment
  - d. Storage
6. Client assessment and client kitchen assessment
  - a. Clients likes and dislikes
  - b. Kitchen size
  - c. Accessibility to refrigerator and freezer
  - d. Type of stove
7. Actual cook date
  - a. Preparation and cooking
  - b. Menu
  - c. Equipment
  - d. Storage
  - a. Evaluation of cook date
    - i. Clients feedback
    - ii. Personal assessment

## Resources

Wallace, Candy and Greg Forte. *The Professional Personal Chef: The Business of Doing Business as a Personal Chef*. Hoboken, NJ: John Wiley and Sons, 2008.

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Reid, Robert D. and David C. Bojanic. *Hospitality Marketing Management*. 6th ed. Hoboken, NJ: John Wiley Sons, 2016.

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Labensky, Sarah R. and Alan M. Hause. *On Cooking : a Textbook of Culinary Fundamentals*. 6th ed. Upper Saddle River, NJ: Prentice Hall, 2019.

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Wallace, Candy. *The Professional Personal Chef*. {ts '2003-01-01 00:00:00'}.

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David Buchanan . *Food Cost Control For Success: a practical resource for Professional Chefs* . 2017.

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## Resources Other

1. American Personal and Private Chef Association website [www.personalchef.com](http://www.personalchef.com/) (<http://www.personalchef.com/>)
2. On Cooking 6th ed, 2019 website <https://www.pearson.com/us/higher-education/program/Labensky-On-Cooking-Plus-My-Lab-Culinary-and-Pearson-Kitchen-Manager-with-Pearson-e-Text-Access-Card-Package-6th-Edition/PGM2515841.html>
3. Instructor Companion Website for the Professional Personal Chef, 2021 <http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0471752193&bcsId=3684> (<http://bcs.wiley.com/he-bcs/Books/?action=index&itemId=0471752193&bcsId=3684>)
4. United States Personal Chef Association, 2021 <https://www.uspca.com/about-us> (<https://www.uspca.com/about-us/>)

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