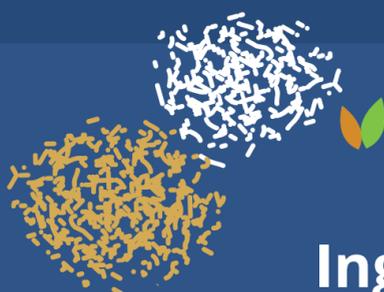


A RECIPE FOR ENTREPRENEURIAL SUCCESS *by*



Wilton's Catering

Chris Wilton cooks up a feast of happiness - he makes his customers happy, which makes him happy. Here is his recipe for success:



Ingredients:



Know What You Love

- ✓ Chris loves cooking and he loves to feed people.
- ✓ He made the hobby he loves his business



Be Passionate & Driven

- ✓ Turning a hobby into a business requires passion.
- ✓ Intense energy, and most of your time and effort.



Plan & Prepare

- ✓ Take your time to think it through in advance.
- ✓ Consider every detail before diving in head first.

Instructions:



STEP 1

Make a comprehensive business plan. Every detail of finance, operations, marketing and sales, capital expenditures and intellectual property.



STEP 2

Identify your market and choose your first customer(s). Stake out a unique position in the market.



STEP 3

Assemble your resources. Equipment, real estate, vendors, people, intellectual property (your recipe).



STEP 4

Operationalize your plan. Every element of your process must be documented and tested.



STEP 5

Disciplined, detailed execution. Training, supervision, testing, timing, refinement and adjustment.



STEP 6

Deliver an experience, not just a product or service. Set standards for how your customer will feel.



STEP 7

Gather and incorporate customer feedback. Ask them how they feel, how they liked the product or service and experience.

Recipe Hint: Dissatisfaction is the most useful feedback! Use it to your advantage to improve your product or service.



STEP 8

Evaluate and innovate. How good are you? How can you improve? What new idea can you identify, borrow or create? Always strive to create something new and better.

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