



Lessons Learned From Our Mistakes: and other war stories from the catering battlefield

Michael D Rosman

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Lessons Learned From Our Mistakes: and other war stories from the catering battlefield Michael D Rosman

Corporate drop-off catering accounts for approximately 25% of the \$9 billion a year catering industry, yet it remains an under-tapped market segment. If you are looking for ways to generate a new revenue stream or boost your bottom line, corporate drop-off catering is your ticket. *Lessons Learned From Our Mistakes* contains about fifty real-life screw-ups, ill-conceived game plans, and wrong decisions (that felt right at the time), during three decades in the catering battlefield. Most importantly, it shares the lessons learned from these experiences, and offers strategies that you can apply to your own operation. Whether you are a novice in the world of corporate drop-off catering or a seasoned veteran, *Lessons Learned From Our Mistakes* will help organize, manage, market, and grow your business. It is a must-have for your professional library. Michael Rosman has been in the catering and restaurant industry for over thirty years in the Boston area, where he built a \$1.8 million per year corporate drop-off catering operation. He's the founder of The Corporate Caterer, a resource membership website, coaching and lead generation company. To learn more about starting or growing your corporate catering business, visit www.TheCorporateCaterer.com email michael@thecorporatecaterer.com or call 781-641-3303

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