



Cater or Die: A Step-By-Step Plan for Doubling Your Catering Profits

By Michael Attias

Lewis Jordyn Publishing, United States, 2012. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Cater or Die was written for today's operator. We are in a new economy. Catering is no longer an option if you want to do more than just survive in the restaurant business. Catering is a high return, low cost vehicle to increase your restaurant bottom line. The incremental sales can double your profits without adding on the overhead of a second location. Each catering job pays you to market your restaurant. Whether you do a lot, a little or absolutely zero catering, the new economy is making catering mandatory. Just look at all of your competitors and chains jumping on the catering bandwagon. Michael Attias took his 104 seat restaurant just outside of Nashville, Tennessee and build catering sales to over a million dollars a year. It took Michael over 10 years of trial and error, plus hundreds of thousands of dollars of investment, to create a perfect marketing system to help restaurants build a million dollar catering business. He is now the #1 authority of helping restaurant owners add or expand their catering...



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