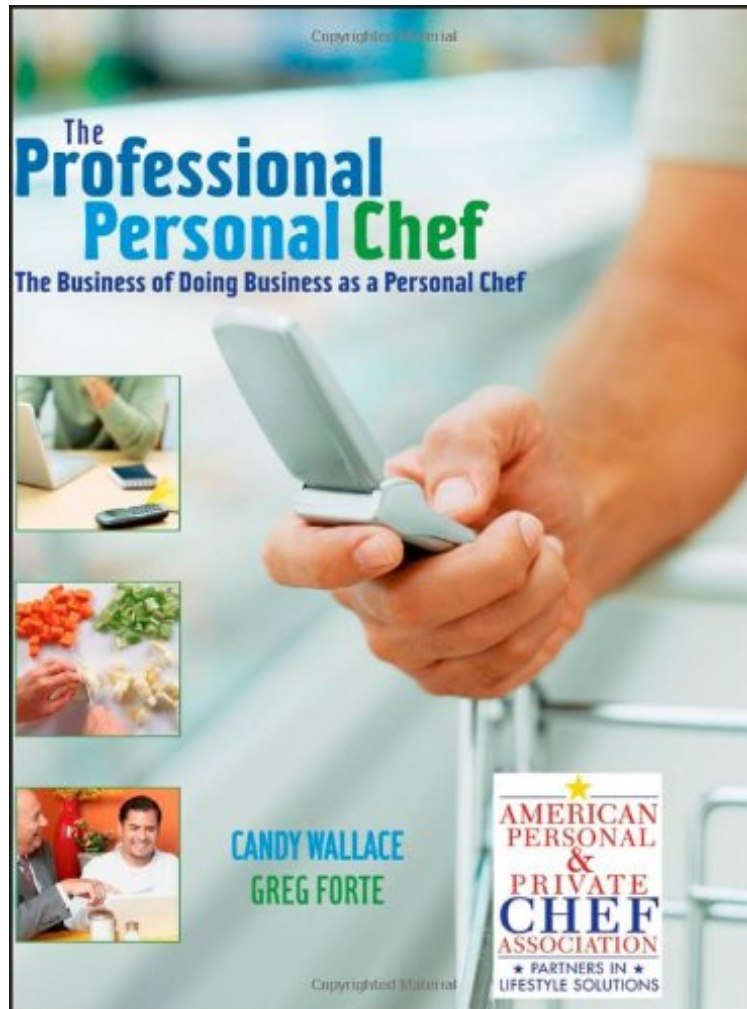


(Download free pdf) The Professional Personal Chef: The Business of Doing Business as a Personal Chef (Book only)

The Professional Personal Chef: The Business of Doing Business as a Personal Chef (Book only)

Candy Wallace, Greg Forte

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#345862 in Books Candy Wallace 2007-02-26Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 11.20 x 1.07 x 8.781, 1.64 #File Name: 0471752193224 pagesThe Professional Personal Chef The Business of Doing Business as a Personal Chef | File size: 65.Mb

Candy Wallace, Greg Forte : The Professional Personal Chef: The Business of Doing Business as a Personal Chef (Book only) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Professional Personal Chef: The Business of Doing Business as a Personal Chef (Book only):

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this book. I thought for almost 50 bucks it would go in depth and provide all the information I needed to become a Personal Chef. Unfortunately it is a very shallow book. It hardly goes into detail about the personal chef side and most of the book is about starting your own business. I was disappointed that the business part wasn't even specific to becoming a Personal Chef, it was just very general business knowledge that takes up over half the book. The layout of the book is poor. It doesn't flow well. If you are looking for a book about how to run a business, there are better, cheaper, more in-depth books for that. I will be returning this book, I don't believe it is worth \$46. If this was only a \$13 book I wouldn't be so disappointed. I believe there are better, cheaper books out there. Hopefully the next two books I just ordered (How to Start a Home-based Personal Chef Business How to Start a Home-Based Catering Business, both by Denise Vivaldo) will be more in-depth. :) 1 of 1 people found the following review helpful. Excellent for the Aspiring Personal Chef By Yvonne Bentley This book is very informative and has guided me from the moment I checked it out of my school's library 2 years ago. I knew I had to buy a copy for myself when I got tired of re-checking it out from school. It gives you all the information you need: legal, licenses, how to apply for licenses and how to state your type of business as a "service" when it comes to licensing (different fees or no license is required for some), etc. It is an invaluable resource for me and I know I will refer to it again and again. I will also look for an updated version to be certain I am up to the minute when it comes to this business.

The definitive guide to a successful career as a professional personal chef The job of professional personal chef is one of the fastest growing careers in foodservice. People are choosing to become personal chefs in order to have a culinary career on their own terms, with a self-determined schedule and freedom from restaurant strictures. Not only do personal chefs have the chance to work with food in a more creative, personalized way, they are also able to approach their careers with a more entrepreneurial business sense. Written by Candy Wallace, the founder and Executive Director of the American Personal and Private Chef Association (APPCA) and Greg Forte, CEC, CCE, AAC, The Professional Personal Chef offers the definitive guide for starting and growing a successful professional personal chef business. It covers the skills and competencies required for the American Culinary Federation's Personal Certified Chef certification, and lays out a practical road map for this challenging but rewarding career. Filled with resources rich in detail, this useful and engaging text covers: The evolution of the professional personal chef career path The benefits and disadvantages of various forms of business ownership Operating legally Writing an effective business plan Creating a vision statement, mission statement, and elevator speech for your personal chef business Managing and securing finances Identifying target markets and revenue streams Developing marketing and sales plans and quality customer service A day in the life of a personal chef In each chapter, learning outcomes, key terms, and review questions reinforce the key concepts. From the Field features present interviews and real world experiences from working personal chefs. A complete instructor support package providing business resources, syllabi, and project suggestions is posted on a companion Web site at www.wiley.com, and also offers sample business plans, recipes for menus, forms, and other useful documents. Culinary arts instructors seeking a classroom text, as well as individual culinary professionals and amateurs interested in starting or growing a personal chef business, will find The Professional Personal Chef the essential A-to-Z guide to this exciting career.

From the Back Cover The definitive guide to a successful career as a professional personal chef The job of professional personal chef is one of the fastest growing careers in foodservice. People are choosing to become personal chefs in order to have a culinary career on their own terms, with a self-determined schedule and freedom from restaurant strictures. Not only do personal chefs have the chance to work with food in a more creative, personalized way, they are also able to approach their careers with a more entrepreneurial business sense. Written by Candy Wallace, the founder and Executive Director of the American Personal and Private Chef Association (APPCA) and Greg Forte, CEC, CCE, AAC, The Professional Personal Chef offers the definitive guide for starting and growing a successful professional personal chef business. It covers the skills and competencies required for the American Culinary Federation's Personal Certified Chef certification, and lays out a practical road map for this challenging but rewarding career. Filled with resources rich in detail, this useful and engaging text covers: The evolution of the professional personal chef career path The benefits and disadvantages of various forms of business ownership Operating legally Writing an effective business plan Creating a vision statement, mission statement, and elevator speech for your personal chef business Managing and securing finances Identifying target markets and revenue streams Developing marketing and sales plans and quality customer service A day in the life of a personal chef In each chapter, learning outcomes, key terms, and review questions reinforce the key concepts. From the Field features present interviews and real world experiences from working personal chefs. A complete instructor support package providing business resources, syllabi, and project suggestions is posted on a companion Web site at www.wiley.com, and also offers sample business plans, recipes for menus, forms, and other useful documents. Culinary arts instructors seeking a classroom text, as well as individual culinary professionals and amateurs interested in starting or growing a personal chef business, will find The Professional Personal Chef the essential A-to-Z guide to this exciting career. About the Author Candy Wallace is the founder and Executive Director of the American Personal and Private Chef Association (APPCA) and Institute

(APPCI). Recognized as the leading national authority on the subject, Chef Wallace has been teaching the business of being a personal chef to culinary students for the past eleven years. In 2003, she was awarded the International Association of Culinary Professionals (IACP) Award for excellence as Businessperson/Entrepreneur of the Year. Greg Forte, CEC, CCE, AAC, is the Director of the Utah Culinary Institute at Utah Valley State College. Chef Forte has been teaching culinary arts to students for over eighteen years. He is coauthor of Electric Bread.