



**Course:** A STEP-BY-STEP Approach to Opening and Managing  
A Successful Small Food Business

**Guided Learning Hours:** 24

**Pre-requisite:** None

**Requirements:** None

**Abstract:**

This programme is designed to equip participants with the confidence, knowledge and written plan to start or put structure to their part-time/full-time food & beverage business. It covers everything from the qualities of a successful entrepreneur; the documentation needed to operate; and the overall planning of the business. In the end, the student will be able to deliver a convincing written and verbal presentation of the plan for the business.

**Target Audience:**

- Persons who already have a full-time food & beverage business but need to put in place more systems and procedures to maximize profits
- Persons who have been selling food/beverage items part-time and need to put more structure to the operations
- Persons who have been wanting to start a small food/beverage business either full time or part-time and would benefit from receiving the guidance to develop a plan

**Learning Outcomes**

On the completion of this programme, participants should:

1. Identify five characteristics of an entrepreneur and recognize general challenges that must be overcome
2. Name four types of food & beverage businesses
3. List the statutory requirements to operate a business in Trinidad and Tobago and explain the importance of other requirements that are not mandatory
4. Create a business (hypothetical or real) and define the brand
5. Write a description of the food business created, explaining the 5 W's (what, why, who, when, where)
6. List start-up costs
7. Demonstrate a working knowledge of food cost percentages

8. Discuss various pricing strategies
9. Compare the various ways to market the business
10. Use tools to create marketing content
11. Influence people to believe that the business is viable and that they should support it. These people include self and potential investors, partners, clients and employees
12. Evaluate the business ideas of others to determine if they are viable

## **Course Content**

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### **SESSION 1 - Introduction to Food & Beverage Entrepreneurship**

- Introduction
- Realities of Entrepreneurship
- Types of Food and Beverage Businesses

### **SESSION 2 - Operating Your Food and Beverage Business in Trinidad and Tobago**

- Statutory and important requirements to operate a food business
- Developing the business idea and the brand

### **SESSION 3 - Business Description**

- Define the product/service being offered
- Explain how the product/service will be sold
- Identify the target audience
- Define your Unique Selling Proposition

### **SESSION 4 - Costing**

- Start-up Costs
- Food Cost
- Food Cost Percentage

### **SESSION 5 - Pricing**

- Pricing Strategies

### **SESSION 6 - Marketing**

- Different ways to market the business
- An overview of content creation

### **SESSION 7 - Pitch Day**

- Each participant delivers an individual presentation to pitch the business idea to a panel of potential investors. The panel would be made up of the lecturer and a group of students.

### **SESSION 8 - Pitch Day cont'd**

- Each participant delivers an individual presentation to pitch the business idea to a panel of potential investors. The panel would be made up of the lecturer and a group of students.