

Your Business

- Marketing
- Sales Plan

Doreen Pastore DOREENSKITCHEN.COM
DoreenPastore@yahoo.com

Special Interest Articles:

- Marketing/Sales Plan to Increase Revenue
- Collecting as much Info As Possible about every person who walks through the doors
- ALWAYS promoting the Restaurant/Catering ALL THE TIME to EVERYONE



Industrial Area's, Service Industries

MANUFACTURING,
INDUSTRIAL, TECH

- Major Companies in local vicinity
- Corporate Catering
- Salesmen Incentives to sell for YOU: by way of passing out our promotions/discounts to their potential customers as a "thank you" should be offered as an incentive

Businesses To Approach:

Pharmaceutical Sales: These salesmen give out "perks" to the Office Staff by way of bringing them lunches and gifts

Hospitals & Medical Center's (to hold meetings and catered affairs)

Service Industries such as Real Estate Agents, Car Dealers, Beauty Salons to pass out promotions. They attach their business card, we share database, and we Reward Them

Fundraisers, Event Planners



- Fundraisers
- Participate and attend functions that are held for networking, joining the groups and obtaining contacts, membership lists to contact via snail, email and fax regarding our services.
- Crain's Fortune 500
- Subscribe to this magazine and make use of companies in the area, contacting them to speak with their event planners

for future business. Going to their web sites and obtaining emails of board of directors, etc., and entering into address book for future snail, and email, fax.

Rewarding the Event Planners at these companies by gifts, dinners, etc to entice them to hold their next function(s) at YOUR LOCATION or theirs



"Informing the Local residents and businesses of YOUR establishment, our openness for idea's & Creativity"

Local Events, Catering Venue's, In House Events

To Contact All the Event Holders in the local vicinity and to heavily participate in all upcoming events. All participation is to be posted on your web site, as well as a link exchange with them; and in any printed material. At all events, passing out of promotional material, contests to win dinners, Chef at Home, etc. Signage, Gift Packages.

Center Stage Performance giving a Cooking Demonstration with FREE samplings.

Renting a booth at some festivals, as

well as being a possible food vendor.

CATERING VENUE'S

To explore every possible avenue of getting our foot in the door either by short demonstrations or full fledged catering events. To contact the person in charge and discover the event planner of the event, enticing that person to hire YOU

EVENTS IN HOUSE

Various gatherings such as Wine Tasting, Winning Parties, Cooking Schools etc.

Events In House

KIDDIE PARTIES

Always send the child home with a NICE Gift Bag (for them) and information that will entice their parents to try us.

TASTE OF YOUR TOWN

To be held entirely at your location (and have other non competitive establishments participate).

DINNER OR LUNCH THEATRE

With specialized menus, information sent to all media, Senior Citizen Homes/Groups, Churches, and local civic organizations.

AUTOGRAPH PARTIES

Celebrities are for hire. Your business charges a set price for "dinner with...."

HOLIDAY THEMED PARTIES with decorations, set menu's & prices

Chambers of Commerce

Join all local Chambers, get membership list for importing into data base for future contact regarding all events, specials, and catering. Network with these gatherings.

WELCOME WAGON

Prepare small gift bags for distribution to all Village Halls, as well as to Chamber Members.

Advertising

On Line, Off Line

- Always researching for new prospective customers, adding them to data base.
- On all daily travels, passing out and collecting business cards and information
- Possible Link Exchange (separate page on your site) for shared information
- On Line Directories (Dining, Hotel, Travel to be subscribed to)
- Manual Submission or purchase of submission program for Search Engines; as well as the creation of meta tag's for all pages in web site

- Using info from the web sites in these directories to gather more information to add to data base of All of these contacts to be emailed and faxed on going information daily.
- Contacting these people for parties, events, and their catering needs, keeping notes and offering gift incentives.
- You can compile a mailing list from business reply cards, customer information sheets, Business cards collected at trade shows, or membership lists.

"Leave no stone unturned, emphasizing that we are not just another chain restaurant"

Weddings, Banquets, Funerals, Seniors

Mini Press Packets passed out with newly designed Menu's. Menu's are to be "tiered" showing all that YOU have to offer.

Contacting Wedding Publications for display ad, listing, as well as membership inquiries of future brides.

Local Bridal Shops, Gift Stores, Beauty Spa's to be contacted as "recommendations" and link exchange.

"Chicago Honeymoon" Travel Agents to be researched and contacted.

Tableside Cooking for Honeyymooners.

Last minute arrangements to be made with local funeral parlors and Churches with special menus.

All Senior Citizen Groups and Center's to be contacted for special Luncheons on site, Box Lunches for their excursions, as well as "Grandparent's Day" festivities.

Special Lunch-Theatre parties to be investigated.



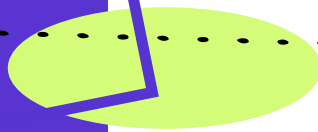
Advertise, Talk,
Communicate with
Everyone!!!

DoreensKitchen.com

DoreenPastore@yahoo.com

Get Better Placement
on the Web!

See us at:
All kinds of places



Schools

Elementary and Secondary Schools to be approached for HONOR ROLL Gift Certificates, PTA membership (for directory) possible cooking demo at Teacher's Appreciation. Prepare for Graduation Parties and Career Day participation. Possible sports and music booster participation and fundraisers.

UNIVERSITIES

To join as many committee's as possible, contact all Department Heads Departments & Student Organizations for information regarding recruiters, and possible fundraising opportunities.



**Doreen
Pastore**

That's Entertainment

Explore all avenue's of Live Theatre for possible productions in house, as well as catering out to their special events.

Competing Restaurants and Hotels should be explored for prices and services.

Chicago Tourism Board should be joined for membership directory information,

inclusion on their web site, and to have requests for proposals sent to us.

Coupons (on line and in print) should be explored. Joining of Yahoo Groups (singles to local) allows one to email out to all members any events and information.

Wedding Guides also offer the same services that CTTB does.

DoreensKitchen.com

doreenpastore@yahoo.com
doreenskitchen@ymail.com

DINING	HOTEL	TRAVEL	EVENT GUIDE	PUBLICATION	CONCI
http://www.ab	http://www.H	http://www.TravelAndLeis	http://www.books	http://chi.ya	http://www.a
http://www.xze	http://www.a	http://www.travel.org	http://www.TravelPage.co	http://palm.	http://www.H
http://www.vrc	http://www.H	http://www.TravelPage.co	http://www.ThreeDayWee	http://travel	http://www.H
http://www.us	http://www.hotelView.com	http://www.TourWise.com		http://www.berlitz	http://www.
http://www.act	http://www.h	http://www.TourWise.com		http://www.berlitz	http://www.

FUND ASSOCIATION	FUND CHICAGO/IL	FUND NATIONAL	CHARITIES	SINGLES	GAY
http://www.aa	http://megaevent.com/		http://www.ch	http://www.	
	http://www.S			http://www.	

SEARCH ENGINE	Submit Link
	http://www.37.com
	http://www.800go.com
	http://www.alltheweb.com
	http://www.altavista.com
	http://www.aol.com
	http://www.beaucoup.com

YAHOO GROUPS	VENUE'S
Singles	Museums
Dining	Film Fest
Local	Rotary/Mason...
	Open House for Real Estat

SCHOOLS	UNIVERSITIES	FRAT'S	SOR	ALUMNI	DEPT
---------	--------------	--------	-----	--------	------

CHAMBERS	VILLAGE HALLS	WELCOME BAG	MEMBER DIRECTORY
----------	---------------	-------------	------------------

EVENT PLANNERS	FORTUNE 500 CO'S	ON LINE
	Crains	
	Hoovers	

MANUFACTURER'S	INDUSTRIAL	TECH	PHARMACEUTICAL	HOSPITALS
Major Companies Meetings/Catering Salesmen Incentives				

FUNERAL PARLORS	SENIOR CITIZENS	TAXI CAB'S
Last Minute Menus	Trips	Rewards

BRIDAL SHOPS	BRIDAL SPA'S ETC	WEDDING PUB	WEDDING ON LINE	TRAVEL AGENTS
link exchange we recommend	link exchange we recommend	Wedding Pages Chicago Bride	get leads fax/email	(Chicago Honeymoon)

WEDDING MENU	CATERING MENU
Dinners Rehearsals Tastings Brunches	In/Out House delivery