

# Executive Summary

*Rebecca's is pleased to present this proposal  
for dining services to Roxbury Community College*



## *Why Choose Us?*

Rebecca's is a local company whose vision is to grow solely in the greater Boston area. This business model allows us to give personal attention to each of our clients for quick decisions. We will delight every consumer who comes in contact with our brand by providing superior quality, products, services and the ultimate in guest experience.

Rebecca's has proven success providing solutions to our clients at Northeastern University, Harvard Graduate School of Education, Olin College and Boston College High School. We achieved immediate and lasting improvements in service and efficiencies throughout at these locations.

## *Financial Proposal*

Rebecca's will make an initial investment of approximately \$100k in smallwares, equipment, signage and décor. All items procured will remain Rebecca's property and a detailed list will be provided prior to opening.

### **Rebecca's proposes the following commissions:**

#### **Vending**

15% commission on total annual vending sales for the Campus and Reggie Lewis Center.

#### **Concessions**

0% commission: \$0 – \$99,999

5% commission: \$100,000 - \$199,999

10% commission: anything greater than \$200,000

#### **Catering**

0% commission: any catering produced off-site

5% commission: any catering produced on-site

#### **Cafe**

0% commission: due to a forecasted operating loss

## *Operating Plan*

Year 1: Café, vending and concessions operations will be produced on-site at Roxbury Community College. Catering will be supported by Rebecca's off-site commissary.

Years 2 & 3: Café, vending and concessions operations will continue to be produced on-site. Catering will also be produced on-site contingent on the Roxbury Community College kitchen capacity.

## *Largest Caterer in the Boston Market*

Rebecca's has been ranked on the *Boston Business Journal's* list as the **#1 largest area caterer**, 7 years running. This award is the result of our catering expertise both with Rebecca's and East Meets West brands. Managing events from 2-10,000 guests and with access to our multiple full service commissaries in the Boston and Greater Boston Suburbs, Rebecca's is able to support any high volume catering food preparation demands.