



ENTREPRENEURSHIP IN CATERING MASTERCLASS

www.kushindaacademy.com



KUSHINDA ACADEMY'S EXCLUSIVE FIVE-DAY ENTREPRENEUR IN CATERING MASTERCLASS

Focus Audience:

Aspiring and Established Entrepreneurs in Catering Industry

Comprehensive Training Covering:

- Self Mastery
- Business Blueprint Development
- Culinary Creativity and Menu Innovation
- Mastering of Flavours
- Food Safety and Hygiene and Safety
- Strategic Marketing and Brand-building
- Event Planning and Coordination
- Financial Management Strategies
- Legendary Customer Service Excellence
- Legal Compliance



Join us at Kushinda Academy for an exclusive five-day Entrepreneur in Catering Masterclass, where aspiring and established entrepreneurs in the catering industry can unlock their full potential.

ENTREPRENEUR IN CATERING MASTER CLASS

DAY 1 - MASTER CLASS SEGMENT ONE - SELF MASTERY WORKSHOP

Goodnews Codagan will lead participants through a transformative first day centered on Self Mastery.

Guided by Mr. Codagan, attendees will begin their journey with self-awareness, reflecting on the profound question: Who am I as an entrepreneur?

MASTER CLASS SEGMENT TWO – ALL THINGS FINANCE

In this segment, Gerald Mwandambira's participants will delve into the world of culinary entrepreneurship, focusing on the crucial aspects of developing business plans and managing finances.

The segment kicks off with an in-depth exploration of market analysis, where attendees will learn to navigate the competitive culinary landscape by identifying target audiences, evaluating competitors, and staying abreast of industry trends. Pricing strategies will also be dissected, with an emphasis on creating optimal pricing structures to ensure profitability.



“By the end of the day, attendees will achieve self-leadership, understanding the importance of self-mastery in achieving success in the business world.”



DAY 2 - MASTER CLASS SEGMENT ONE – HEALTH AND SAFETY

In the Food Safety Master Class, by Thabile Mosadi, participants explore the essential aspects of Food Safety and Hygiene through:

- Understanding core principles to prevent contamination and ensure consumer health.
- Implementing effective sanitation practices for a clean food preparation environment.
- Identifying and managing potential hazards in the food supply chain.
- Adhering to regulatory requirements and industry best practices.

Attendees will gain:

- Deep comprehension of food safety principles.
- Ability to implement stringent hygiene protocols.
- Effective management of food safety risks to protect public health and enhance operational quality.



DAY 2 - (CONT...) - MASTER CLASS – EXCEPTIONAL CUSTOMER SERVICE

Customer service and building a service culture are paramount in any business, especially in the events industry, as they directly impact customer satisfaction and loyalty. Effective communication skills and positive client interactions are essential components of this culture, fostering trust and long-term relationships.

Service excellence is demonstrated through customer liaising and exceptional service during functions, where attendees' needs and preferences are anticipated and addressed promptly. This proactive approach enhances the overall event experience and leaves a lasting impression on guests.

Maintaining high levels of customer service involves consistently exceeding expectations and creating memorable experiences for each event. By prioritising customer satisfaction and focusing on personalized service, event organisers can cultivate a loyal clientele and elevate their reputation in the industry.



DAY 2 - (CONT...) - MASTER CLASS SEGMENT THREE THE CRAFT - THE ESSENCE OF CATERING AND EVENTING

The essence of catering and eventing offers a comprehensive training session facilitated by Nonhlanhla Manganye and Rose Vhulahani.

The segment covers:

1. Understanding the core values and principles of exceptional catering and eventing services.
2. Tailoring menus and service plans for corporate events based on corporate culture and needs.
3. Navigating the specific requirements of on-set catering for film and television, including role-playing exercises.
4. Managing large-scale catering events, including logistical planning, staff coordination, and simulation exercises.



DAY 2 - CONT...) - MASTER CLASS SEGMENT THREE THE CRAFT - THE ESSENCE OF CATERING AND EVENTING

Rose Vhulahai imparts her expertise in luxury event planning, covering:

- Event Layout and Table Scaping: Engage in hands-on workshops to craft stunning and functional table settings tailored for upscale events
- Event Styling: Receive comprehensive instruction on designing cohesive and elegant themes that resonate with your audience
- Finishes: Focus on refining events through meticulous attention to detail, including floral arrangements, lighting, and table settings, to elevate the ambiance

Participants will acquire the skills to:

- Create exquisite event layouts.
- Understand essential styling principles.
- Master the art of adding finishing touches to enhance the overall event experience.





DAY 3 - MASTER CLASS SEGMENT – MASTERING FLAVOURS

Chef Mbombi and Chef Lebo lead the "Mastering of Flavors Master segment," where participants explore flavor creation and enhancement extensively. Key points of this segment include:

- Introduction to basic flavor profiles and ingredient impact through taste tests.
- Hands-on workshops cover techniques like marinating, smoking, fermenting, and seasoning.
- Discussions on balancing and layering flavors.
- Afternoon session: Exploration of advanced techniques like fusion cuisine and flavor pairing.
- Emphasis on visual presentation's role in enhancing flavor perception.
- Participants craft signature dishes.

MASTER FLAVOURS WITH CHEF LEBO AND CHEF MBOMBI





DAY 4 - MASTER CLASS SEGMENT ONE - MIXED MARKETING

Unlock Culinary Success: Elevate Your Brand with Expert Marketing. Join us for a dynamic presentation tailored for the culinary industry, where we'll explore innovative strategies to boost your brand's visibility and captivate your audience. Learn from seasoned experts and discover the recipe for culinary marketing success.

MASTER CLASS SEGMENT TWO - "BARELY" LEGAL

Join us for a concise segment on legal compliance in the culinary industry led by Paile Takalimane . Gain valuable insights and practical tips to navigate legal requirements seamlessly and ensuring culinary compliance in all facets of the culinary business.



DAY 5 - MASTER CLASS SEGMENT ONE - PRACTICES AND CLOSING

Join us for a morning session showcasing the culmination of our week-long program, where participants demonstrate mastery in business blueprint development, culinary creativity, food safety, strategic marketing, financial management, customer service, legal compliance, and event planning. In the afternoon, seize the chance for networking and closing opportunities. Throughout the program, benefit from expert guidance, mentorship, and access to resources for catering ventures.

MASTER CLASS SEGMENT TWO - OFFICIAL CLOSING

The official closing will be conducted by our host and all will receive a certification of attendance from Kushinda Academy upon completion.



Our Host and Esteemed Guest Speakers



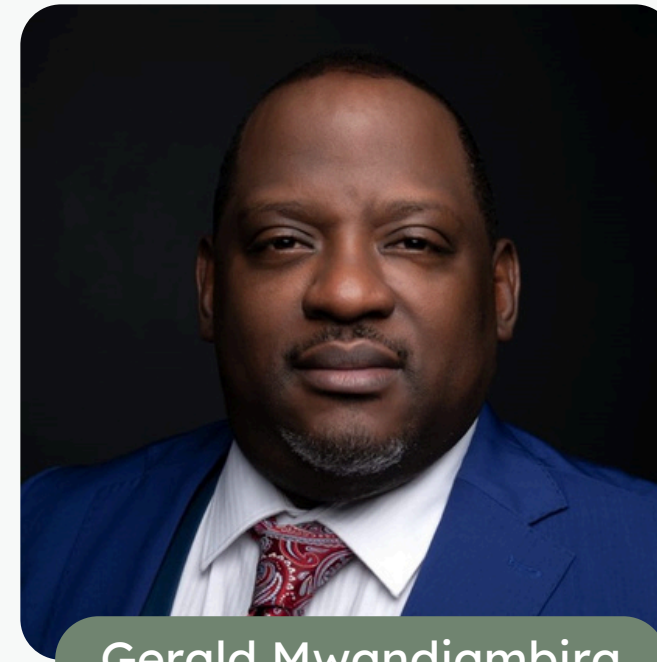
Nonhlanhla ka Manganye

Our host, the founder of the Kushinda Group, is a standout figure in the culinary space and a successful entrepreneur. Being a beneficiary of such programs, her vision is to impart her experience and expertise whilst **Empowering Culinary Excellence**.



Henning Lubbe

Henning Lubbe is a seasoned hospitality professional with a rich and diverse background in the industry as well as a Lecturer. His expertise and commitment to maintaining industry standards are evident in his role as a National Barista Judge.



Gerald Mwandambira

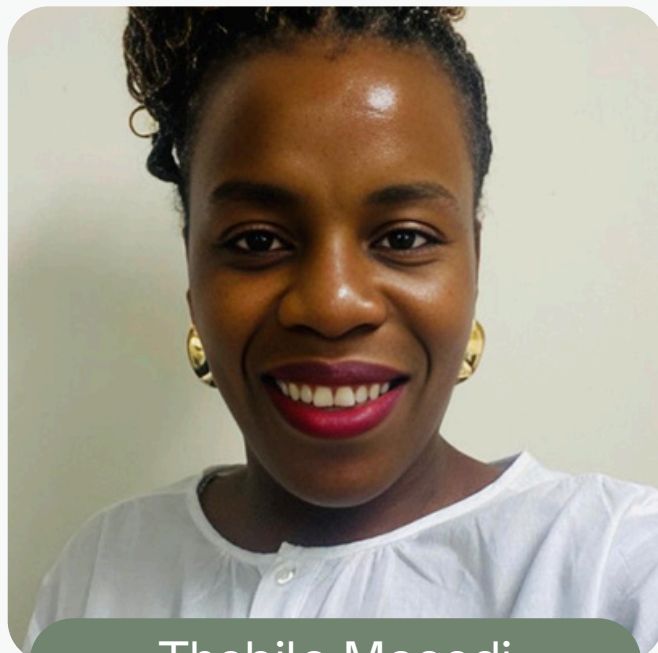
Gerald is also a Director of The Financial Planning Institute of Southern Africa (FPI). A body which represents the Africa chapter of the Financial Planning Board of Standards (FPBS), the international body that owns the CFP designation globally.



Rose Vhulahani

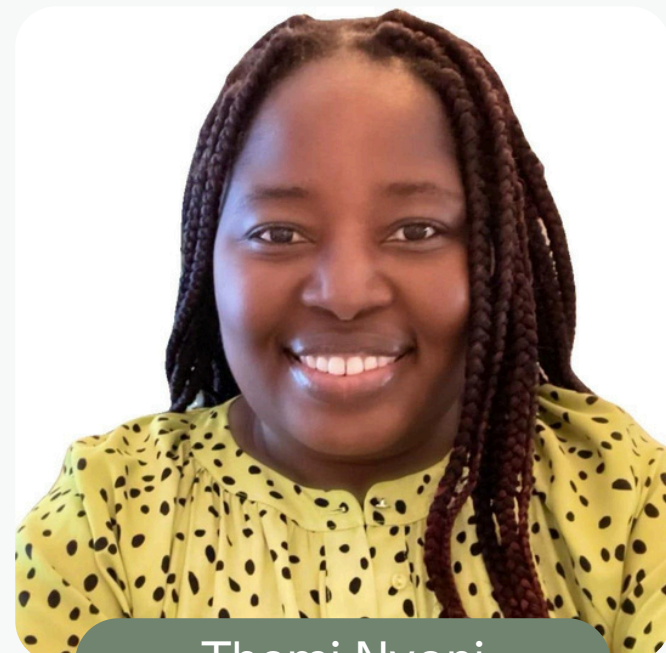
Experience unparalleled elegance and sophistication with Rose, your premier luxury event specialist. With meticulous attention to detail and a flair for creating unforgettable experiences, Rose transforms every occasion into a lavish affair.

Our Esteemed Guest Speakers



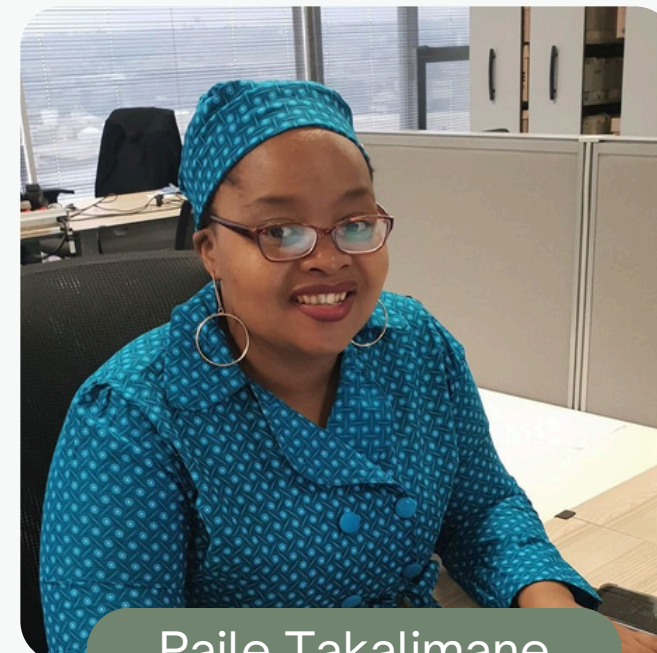
Thabile Mosadi

Thabile Mosadi is a Food scientist by training, she is highly astute, multi skilled and experienced Sales, Marketing, and Account Manager with 16 years' experience working in challenging roles providing bespoke business solutions.



Thami Nyoni

Thami is an admitted attorney the KZN High Court. She served her articles at in Durban, and thereafter practiced as an attorney including at one of the top law firm in South Africa.



Paile Takalimane

Paile is the co-founder and Director at Contract Management 101 (Pty) Ltd. She is an LLB degree holder from the University of Witwatersrand and has over 6 years' experience working as in-house legal advisor.



Katlego Leballo - Moalosi

Katlego Leballo-Moalosi is an esteemed marketer known for his expertise in advising various industries on marketing and unconventional advertising strategies.



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