

Chapter Two

The Different Catering Segments & Modern Requirements



Understanding The Different B2B Catering Segments

It's Not a 'One-Size-Fits-All' When it Comes to B2B Catering

Each sector has its specific requirements and associated challenges.

Business Catering Segments: Needs & Requirements

Small Local Businesses

Unique Needs

- Budget-friendly options.
- Order customization tools that allow orders to be easily scaled up or down.
- Drop-off or pick-up ordering
- Local grassroots sales approach, building 1:1 relationships

Schools & Universities

Unique Needs

- Specific and specialized menus (school lunch menus)
- Price points tend to vary (sports, elementary, traveling teams)
- Quick and efficient distribution methods.
- Pre-scheduled batch delivery systems.
- Tax-exempt invoicing and payment.

Corporate Offices

Unique Needs

- High-quality, reliable service for board meetings, training sessions, and daily lunches.
- Easy ordering, flexible payment options, and invoicing system.
- Seamless online ordering portals.
- Scheduling tools for recurring orders.
- Variety to cater to a diverse group.

Manufacturing Plants

Unique Needs

- Catering at odd hours to match shifts.
- Buffet style menus, individual packaging
- 24/7 ordering capabilities.
- Menu designs that focus on meals which are quick to distribute and consume.
- Shift-friendly meals

What B2B Customers Want

Catering to B2B customers requires specialized attention in terms of ordering, menus, online experiences, and payment flexibility. Below are key catering features and practices to keep in mind when building out a B2B catering business framework and ordering service.



Streamlined Ordering

A simplified, preferably online, ordering process that minimizes the time and effort needed to place an order.



Customizable Menus

B2B customers often require specialized menus, whether it's gluten-free options for a healthcare institution or bespoke gourmet dishes for a high-end event.



User-Friendly Online Experience

An intuitive, easy-to-navigate website or app that allows for effortless customization and real-time order tracking.



Flexible Payment and Invoicing

Features like house accounts that offer flexible payment terms and allow for easy tracking and management of multiple orders.



Reliability

Given the high stakes involved, B2B customers require assurance of punctual delivery and consistent quality.



Last-Minute Changes

The ability to order and make changes last-minute, as the needs of the group evolve or change.



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Building a Business Framework With B2B Catering in Mind

Below we outline the crucial elements that should be incorporated into your catering business framework to meet the diverse and specialized needs of B2B customers effectively.



Tech-First Approach

Adopting specialized catering order management technologies and integrations will maximize your revenue and reduce labor costs. Look for feature-rich platforms that integrate well with other softwares.



Operational Efficiency

Every step of your catering operation should be well-thought out. This includes investing in the right technology, building your menu to support large-scale orders, and partnering with services like call centers and delivery dispatchers to drive efficiency at scale.



Menu Optimization

Enterprise restaurants should offer pre-set B2B menus catering to each segment's unique requirements.



Data Management

Utilize customer data to understand ordering patterns, preferences, and pain points, thereby continually refining the service.



Relationship Building

From the first sales interaction to the last mile, the entire process should be designed keeping the customer's loyalty in mind.



Multi-Channel Marketing and Sales

Leverage various platforms to engage potential B2B clients, offering tailored deals that can attract different segments.

Enterprise restaurants can tailor their service offerings more effectively by understanding the specific needs and preferences of various B2B segments. This specialized approach is not merely a value-add but a necessity in today's competitive landscape. It's not just about having a catering option but about having a catering strategy optimized for B2B clientele. Doing so will improve customer satisfaction and significantly impact the restaurant's bottom line.

Make Catering Work for You.

With Lunchbox Catering, order management is simple and efficient.

Access the Full Guide

Learn more at
<https://lunchbox.io/catering>