

POSITIONING FOR GREATER PROFITS

7 Steps To Growing Your Catering Business

Presented By
Ideaworks Marketing

Ideaworks: Chalk Talk

SOLUTIONS

RESULTS

IDEAS

STRATEGIC

INNOVATIVE

Realistic

OUR COMMITMENT TO YOU TODAY

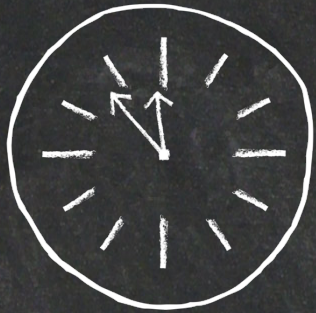


Hands on approach to
creating a positioning
strategy to grow your
business

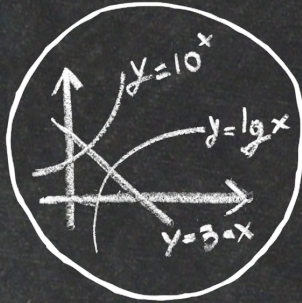
WHY CREATE A POSITIONING STRATEGY?

First, lets take a look at why not...

Reasons Why Not



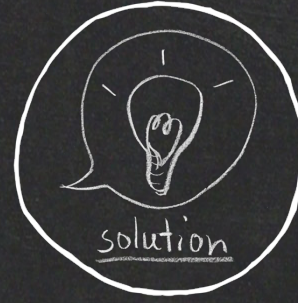
NO TIME



TOO COMPLEX



DAY TO DAY



EXPERTISE

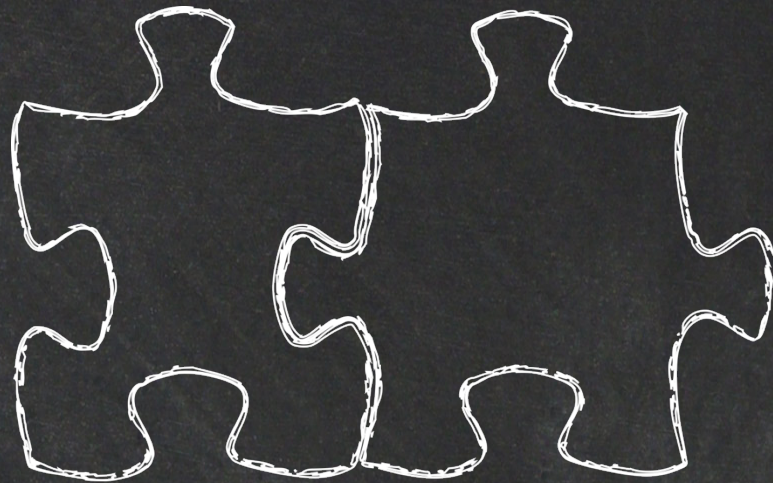


ROI

Reasons Why:

- Distinguishes you from the competition in the consumers' eyes
- Focuses your operational investments based on your positioning
- Clarifies your marketing & messaging, reducing related costs
- Helps attract your target customers
- Maximizes your strengths while minimizing your weaknesses
- Identifies your ideal position (or niche) in the marketplace
- Drives profitability through customer engagement & loyalty

Where Does Positioning Fit In Relation To Your Brand?



REINFORCE WHAT A BRAND IS

A promise you make and more importantly keep with your customer regarding the experience they will have with your product or service.

Elements Of A Brand



What Is Positioning



Positioning is the place in consumers' minds that you want your brand to own—the benefit you want them to think of when they think of your brand.

Build On What's There



The basic approach is not to create something new or different, but to manipulate what's already in the consumers' minds.

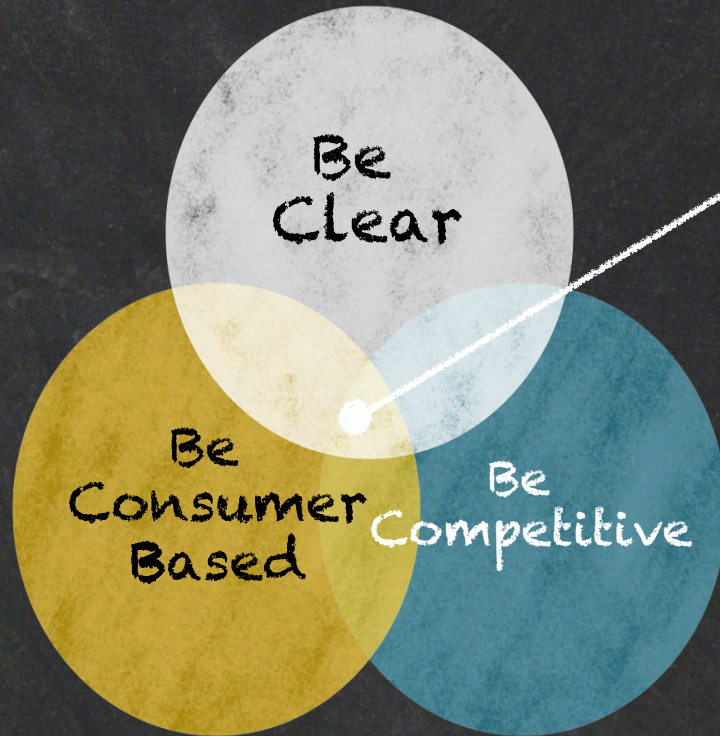
Build On What's There



Perceptions vs. Reality



You concentrate on the
perceptions of the
prospect, not the reality of
the product.”
- AL RIES & JACK TROUT



THE 3C'S OF BRAND POSITIONING:

- Be Clear
- Be Consumer-based

Be relevant and credible to the consumer

Communicate from consumer's view point

- Be Competitive

Distinctive

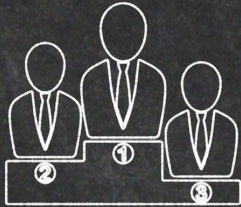
Persuasive

Sustainable

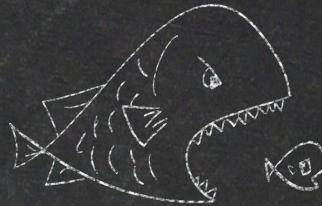
7 Steps To Positioning Your Catering Business



Know Thy
Self



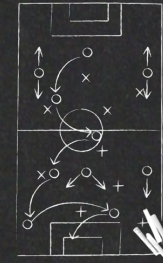
Know Thy
Customer



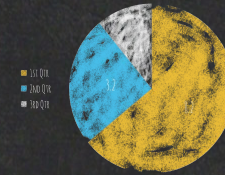
Know Thy
Competition



Needs
Assessment



Create A
Plan



Stake Your
Claim



Take
Action

Positioning Illustrated

Case Study



Know Thy Self



SWOT (Your Perception)
Your Customer's Perception

Touch Of Class SWOT

Strengths

- Great Food
- Menu Diversity
- Experienced
- Affordable
- Convenient
- Facility

Weaknesses

- Reputation
- Brand Identity
- Innovation
- Marketing Outreach
- Target Audience

Opportunities

- Corporate Catering
- Off-Premises Catering
- Remote Site Catering

Threats

- Reputation
- Competition (Traditional)
- Competition (Non-Traditional)
- Complacency
- Image

TOC: Customer Perceptions

SWOT

Strengths

- Good Food
- Friendly
- Been Around Forever
- Convenient Location
- Affordable Option

Weaknesses

- Dated Facility
- Reputation / History
- Nothing New / Different
- Old Identity
- One Of Many

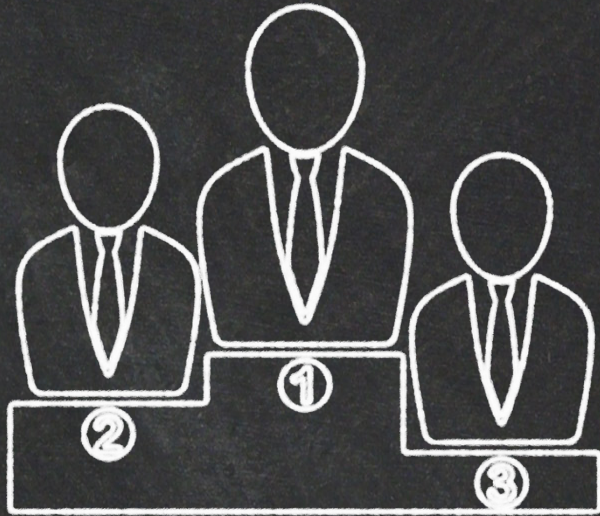
Opportunities

- New Facility
- More Trendy Menus & Offers
- Theme Catering
- Special Events
- Better Image / Advertising

Threats

- Other Catering Companies
- Local Restaurants
- Reputation

Know Thy Customers



Buyer Personas
Target Audience
Wants, Needs

Buyer Personas



Bride



| | |
|------------------------------------|---|
| TITLE | Bride |
| EDUCATION | 2-4 Years Post-Secondary Education |
| AGE | 27 |
| AVERAGE INCOME | \$32,000 |
| ATTRIBUTES | Trendy, Social Media Savvy, Enthusiastic, Energetic, Confident, Competitive, Optimistic |
| PREFERRED CONTENT RESOURCES | Social Media, Internet, Bridal Blogs, Specialty Magazines, Bridal Shows, Local Newspapers, Word of Mouth, Select Reality Television |

CHALLENGES

- Income
- Time
- Family Balance
- Tradition vs Trends
- Luxury vs Affordability

PURCHASING MOTIVES/TRIGGERS

- Venue
- Price
- Food Quality
- Service
- Style
- Uniqueness

COMMON OBJECTIVES

- ROI (Value/Savings)
- Guest Satisfaction
- Environment
- Excellent Food
- Quality Service
- Memorable Event

Mother of the Bride



TITLE Mother of the Bride

EDUCATION Post-Secondary Education

AGE 54

AVERAGE INCOME \$53,000

ATTRIBUTES Conservative, Financially Cautious, Informed, Internet Reliant, Traditional, Experienced

PREFERRED CONTENT RESOURCES Friends, Family, Co-Workers, Internet, Magazines & Newspapers, Bridal Shows, Word of Mouth, Television

CHALLENGES

- Health
- Economy
- Time
- Work/Life Balance
- Tradition

PURCHASING MOTIVES/TRIGGERS

- Price
- Food Quality
- Service
- Venue
- Guest Approved
- Best-in-Class

COMMON OBJECTIVES

- Child's Satisfaction
- Affordable
- Guest Satisfaction
- Memorable

Bride's Friends



| | |
|------------------------------------|--|
| TITLE | Bride's Friends |
| EDUCATION | 2-4 Years Post-Secondary Education |
| AGE | 27 |
| AVERAGE INCOME | \$32,000 |
| ATTRIBUTES | Social Media Savvy, Enthusiastic, Energetic, Confident, Competitive, Optimistic |
| PREFERRED CONTENT RESOURCES | Social Media, Internet, Friends, Bridal Blogs, Specialty Magazines, Bridal Shows, Word of Mouth, Select Reality Television |

CHALLENGES

- Time
- Family Influence
- Tradition
- Trends
- Uniqueness
- Budget

PURCHASING MOTIVES/TRIGGERS

- Venue
- Uniqueness
- Theme
- Décor
- Bride
- Food Quality
- Service

COMMON OBJECTIVES

- Bride's Satisfaction
- Memorable Event
- Guest Satisfaction
- Terrific Party
- Good Food & Service

Know Thy Competition



Positioning
SWOT
Market Ownership

Competitor SWOT

Strengths

- Excellent Food
- Menu Variety
- Diverse Offerings
- Strong Reputation
- Public Image
- Upscale
- Elite
- Modern Facilities

Weaknesses

- Price
- Exclusivity
- Location
- Operational Limitations
- Marketing Outreach

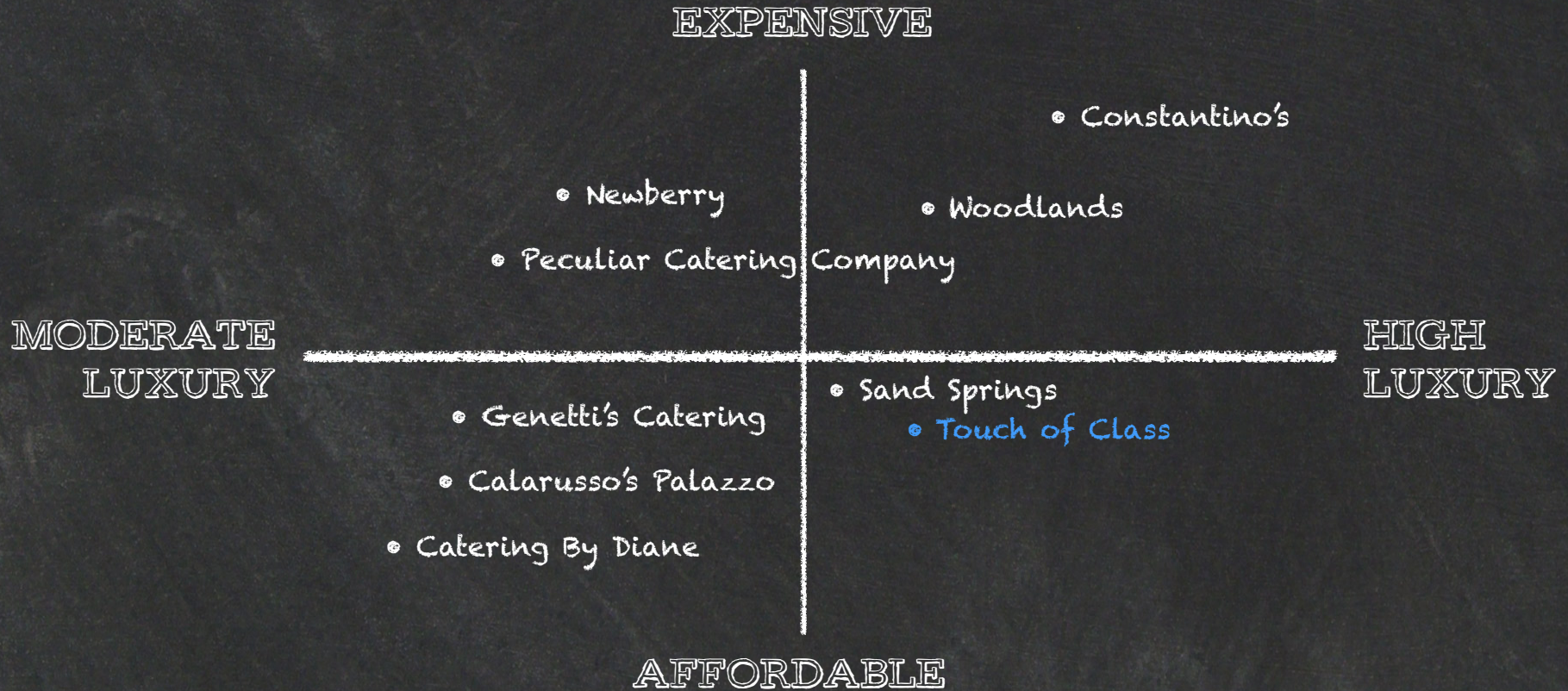
Opportunities

- Corporate Catering
- Off-Premises Catering
- Upscale Theme Events
- Mobile Catering

Threats

- Competition (Traditional)
- Competition (Non-Traditional)
- Financial
- Perceived Price Points

Perceptual Map



Know Thy Customer

- Wants
- Needs
- Preferences
- Characteristics

Define, Analyze
Customer Segments



Select Target
Customers



Articulate Desired
Position In Market

Action
Plan

Know Thy Self

- Resources
- Reputation
- Constraints
- Values



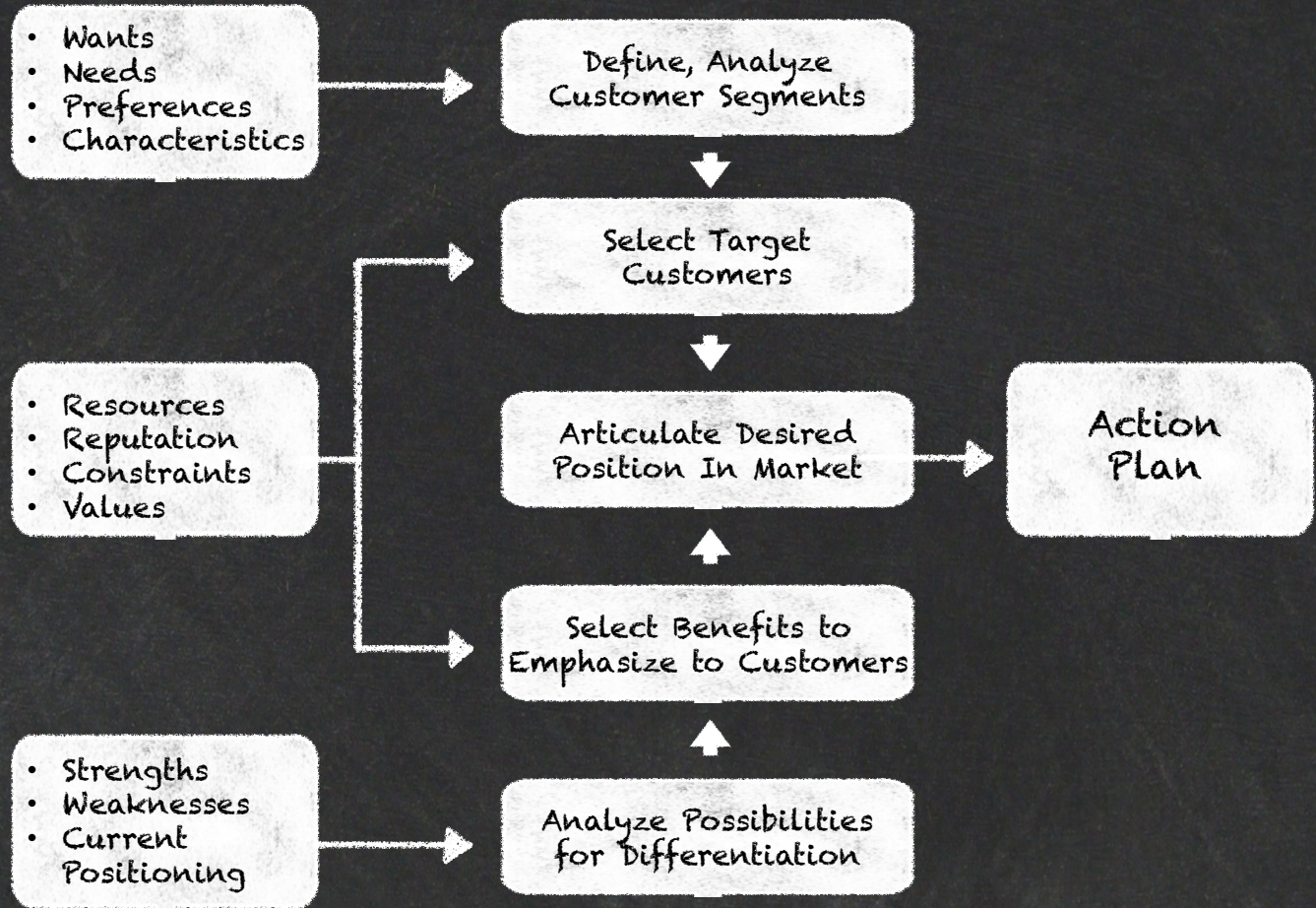
Select Benefits to
Emphasize to Customers



Analyze Possibilities
for Differentiation

Know Thy Competition

- Strengths
- Weaknesses
- Current Positioning



Targeted Positioning Statement

For catering customers who seek an elegant event experience at an affordable price, A Touch of Class provides access to a modern and attractive venue and a diverse selection of menu offerings. Unlike other area catering companies, A Touch of Class provides the perfect mix of a convenient location, affordable pricing and exceptional variety and service.

Targeted Positioning

Affordable Elegance
With A Personal Touch

Needs Assessment



Take Inventory
Identify Gaps

Take Inventory

Audit of all aspects of the business:

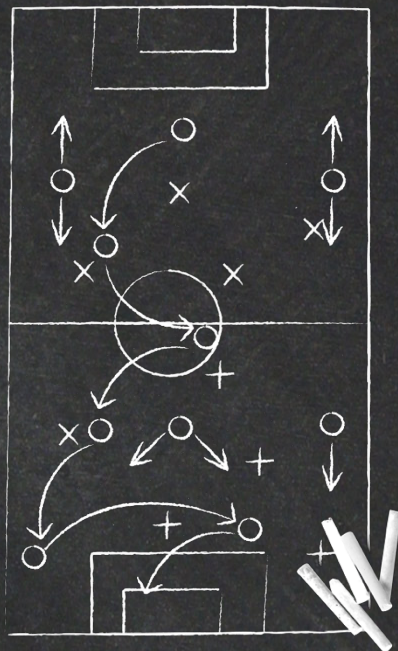
- ☐ Financials
- ☐ Facility (if applicable)
- ☐ Equipment / Capability
- ☐ Staff
- ☐ Menu / Offers
- ☐ Pricing
- ☐ Quality
- ☐ Service
- ☐ Expertise / Specialization
- ☐ Marketing / Advertising
- ☐ Image
- ☐ Reputation

TOC: Take Inventory

Some areas that needed adjustment:

- ☐ Facility
- ☐ Menu / Offers
- ☐ Marketing / Advertising
- ☐ Image
- ☐ Reputation

Create A Game Plan



Goals
Objectives
Strategies
Tactics

Game Plan Template

GOALS

A goal is a broad primary outcome.

STRATEGIES

A strategy is the approach you take to achieve a goal.

OBJECTIVES

An objective is a measurable step you take to achieve a strategy.

TACTICS

A tactic is a tool you use in pursuing an objective associated with a strategy.

TOC: Game Plan

GOALS

Revise our brand identity to support the desired positioning we want to achieve in the marketplace by year's end.

STRATEGIES

Evaluate and revise all marketing collateral and messaging to reflect our new positioning.

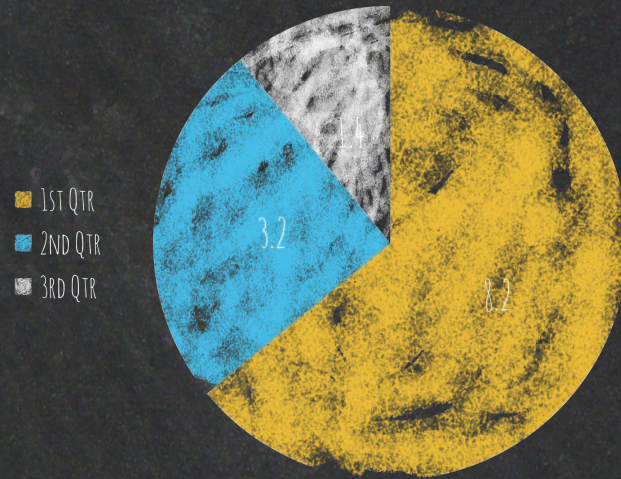
OBJECTIVES

Prioritize the assets undergoing revision to ensure completion within our \$00,000 budget.

TACTICS

- Establish a priority list for asset revisions.
- Work with our agency partner to create a new brand identity and messaging in support of our positioning.
- Create brand identity graphic guidelines to ensure the visual impact we want to achieve.

Stake Your Claim



Claim Your Space In
The Customers' Mind

Stake Your Claim

- Identify areas where your competition is vulnerable.
- Determine whether you can capitalize on those vulnerable areas - turn their weaknesses into your opportunities.
- Convert everything you do into an expression of your positioning.
- Stand for something in the marketplace - capture your space in the consumers' mind.

Take Action



Real Life Examples
That You Can Use

Before & After

A Touch of Class

Catering at the Palace



a touch of class

CATERING

Welcome

Wedding Packages

Banquet Packages

Bridal Shower
Packages

Take Out Menu

Photo Gallery



A Touch of Class

Catering at the Palace



Bridal Shows

Specialties

Contact Us

Links



In today's world of change we cater to the bride and groom who dream of an elegant reception for the carriage of forty to three hundred in attendance.

Enjoy the pampering of our Chief and Banquet Coordinator who will assist the bride and groom in the planning of each detail for a truly memorable reception. IMAGINE your guests sipping cocktails while being served the finest cuisine by a professional culinary staff in a truly elegant setting. Our commitment to perfection will let you relax and be a guest at your own affair.

Let us begin to create memories! Your bar will include four hours of premium cocktails. Hot and cold hors d'oeuvres to be served during the first hour of your wedding reception.

Your predetermined dinner selection from our menu will be prepared to perfection by our culinary staff, while your best man gives you a congratulatory toast of champagne.

Our banquet coordinator will be happy to customize a menu to suit your personal needs and tastes.

Put your complete trust in our experienced staff and we will make sure you have the wedding reception you have always dreamed about.

[View our Special Events](#)



225 George Ave Wilkes-Barre, PA 18705 (570) 824-0500



a touch of class
CATERING

[about us](#)

[weddings](#)

[special events](#)

[off-site events](#)

[photo gallery](#)

[contact us](#)



AFFORDABLE ELEGANCE WITH A PERSONAL TOUCH



A Touch of Class has helped create lasting memories for those in North Eastern Pennsylvania for over eight years. From eloquent wedding receptions, to extravagant birthday parties, to spirited picnics held outside on a warm summer day, we have prided ourselves for the quality food we serve, the exceptional service we provide and the care we put forth in making your event unforgettable. Our careful planning and attention to detail will allow you to be a guest at your own affair, ensuring a truly magnificent and memorable experience for both you and your guests. We will work closely with you during the planning of your event and are committed to making sure your every desire is fulfilled. There is no challenge to great, and no detail to small. A Touch of Class will always provide Affordable Elegance with a Personal Touch.



at the Palace

Banquet Packages

Breakfast

Brunch

Lunch

Dinner

228 George Ave.
Wilkes-Barre, PA
570.824.0500

Luncheon Menu

Served by 1:00 p.m.

≡ APPETIZERS ≡

Choice of One

Fresh Fruit Medley

Tossed Salad w/choice of dressing

≡ ENTREE SELECTIONS ≡

Choice of One

Chicken Francaise
Lemon butter sauce \$13.95

Chicken or Beef Stir-fry
Served over rice pilaf \$13.95

Stuffed Chicken Breast \$13.95

Roast Beef
With mushrooms \$13.95

Braised Beef Tips
Served over noodles w/mushroom sauce \$13.95

Baked Haddock
Lemon butter sauce \$13.95

Shrimp Scampi
Served over angle hair pasta \$14.95

Choice of fresh vegetable, potato, fresh rolls and
butter, if not served with rice pilaf or noodles.

≡ Dessert ≡

All prices subject to 18% service charge and a 6% sales tax.

Breakfast Buffet

Chilled Orange Juice
Coffee and Tea

Fresh Scrambled Eggs

≡ Choice of Two ≡

Bacon, Ham, or Sausage

≡ Choice of Two ≡

Fluffy Buttermilk Pancakes

French Toast Sticks

Country Style Homefries

Assorted Fresh Muffins and Danish

Bagels

Toast w/butter and jelly

Fresh Fruit

≡ \$12.50 ≡

*A Touch
of
Class Catering
at the
Palace*



Wedding Packages

228 George Avenue
Wilkes-Barre, PA 18705
(570) 824-0500

Hors d'oeuvres

Served during cocktail hour. Included with all packages

Stuffed mushrooms w/ crabmeat
Mozzarella cheese sticks
Mini potato pancakes
Franks in a blanket
Chicken fingers
Chicken bourbon

Fresh vegetable, fruit and cheese tray w/ dip

Add a Pasta Station \$2.00 per person

Other Hors d'oeuvres available upon request

Specialty Wedding Stations

Carving Station

Carved Top Round of Beef, Ham or Turkey

(choice of one)

Assorted Condiments

Prime Rib \$3.00 extra

Filet Mignon \$4.00 extra

Pasta Station

Choice of two (2) sauces

Served salad w/ dressings

Dinner or Stir Fry Station

DINNER: Meat, Potato & Vegetable

STIR FRY: Chicken, Pork or Beef with Rice

Dessert Station

Belgian Waffle, Ice Cream and Wedding Cake
includes rolls, butter, coffee and tea service

\$53.95 per person

plus 6% sales tax and 18% gratuity

Individual Entrees

Served w/ Tossed Salad
and choice of two (2) dressings
or Fruit Cup

Choose two (2) of the following selections

Poultry

Stuffed Breast of Chicken\$48.95

Chicken Cordon Bleu\$48.95

Breaded boneless chicken breast stuffed with smoked ham
and swiss cheese topped with supreme sauce.

Chicken Marsala or Scampi\$48.95

Boneless chicken breast with mushroom and marsala wine
sauce or garlic.

Chicken Francaise\$48.95

Boneless chicken breast egg battered and topped with a
white lemon butter sauce.

Chicken Parmigiana\$48.95

Beef

Top Round Roasted Choice Beef\$48.95

Roast Prime Rib of Beef\$55.95

Choice prime rib of beef slowly roasted to perfection and
served with a horseradish sauce.

Filet Mignon\$59.95

With mushroom and béarnaise sauce.

Tenderloin of Beef\$59.95

Served with a rich red wine and mushroom sauce.

Tenderloin Medallions\$59.95

Served over puff pastry with roasted garlic wine sauce.

Seafood

Haddock w/ Lemon Butter\$48.95

Orange Roughy\$55.95

Sauteed orange roughy with shrimp and white wine.

Stuffed Flounder\$55.95

Fresh flounder filets stuffed with seasoned lump and crabmeat
and served with a shrimp sauce.

Poached Salmon Filet\$55.95

Poached filet of fresh pink salmon with your choice of sauce.

Broiled Lobster TailMarket Price

Surf and TurfMarket Price

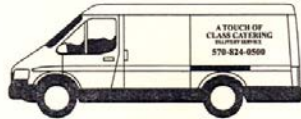
Includes rolls, butter, coffee and tea service.

Choice of Potato: Baked Potato w/ sour cream, Mashed
Potato w/ gravy, Roasted Red Potato, Stuffed Baked Potato,
Chantilly Potato or Wild Rice Pilaf

Choice of Vegetable: Glazed Carrots, Corn, Green Beans
Almondine, Fresh Vegetable Medley, Asparagus,
Stuffed Tomato or Broccoli Mornay

TAKE OUT MENU

A Touch of Class Catering
JOC *At the Palace*



COMPLETE
DELIVERY
SERVICE TO
HOME, OFFICE,
PICNIC GROVES,
OR ANY LOCATION
CALL: (570) 824-0500

BUFFET PACKAGES

(Minimum of 20 People)

Choice of 3 Entrees.....\$11.00 Per Person

Choice of 4 Entrees.....\$12.00 Per Person

ENTREES

(Choose 3 or 4)

Fried Chicken • Bar-B-Que Chicken • Baked Chicken Romano
Pigs-In-The-Blanket • Meatballs (Swedish or Italian Style)
Sausage and Peppers • Kielbassi • Breaded Veal • Cold Sliced Baked Ham
Cheese Tortellini • Ziti With Meat Sauce • Roast Turkey
Fried Chicken Fingers • Chicken Scampi
Roast Beef with Mushrooms & Gravy • Stuffed Breast of Chicken
Baked Ham with Hawaiian Sauce
Add Haddock \$1.00 Per Person

The Following Are Also Included With The Above

Choice of Three Side Dishes
Mashed Potatoes w/ Gravy, Potato Salad, Italian Pasta Salad, Ziti (no meat)
Cole Slaw, Macaroni Salad, Baked Beans, Italian Green Beans,
Relish Tray, Haluski, Baked Potato, Shells with Broccoli,
Roasted Red or Scalloped Potatoes, Corn, Carrots, Stuffing

Rolls and Butter

All Prices Plus 6% Sales Tax





Banquet
PACKAGES

AFFORDABLE ELEGANCE WITH A PERSONAL TOUCH



Off-Site
EVENTS

AFFORDABLE ELEGANCE WITH A PERSONAL TOUCH



Wedding
PACKAGES

AFFORDABLE ELEGANCE WITH A PERSONAL TOUCH



DINNER MENU

Choice Of One
Fruit Cup or Salad [Caesar - \$1.00 extra]

ENTRÉES

POULTRY
1/2lb. Spring Chicken
\$15.95

Chicken Cordon Bleu
Breaded boneless Chicken Breast stuffed with Smoked Ham and Swiss Cheese topped with a drizzle of our Signature Supreme Sauce
\$15.95

Chicken Franclaise
Boneless Chicken Breast lightly dipped in Flour and Egg and sautéed in a White Lemon Butter Sauce
\$15.95

Chicken Marsala
Sautéed boneless Chicken Breast, topped with savory Mushrooms and a creamed Marsala Sauce
\$15.9

Baked Stuffed Chicken
Tender Chicken Breast filed
\$15.9

Chicken B
Chicken Breast sautéed with Garlic and Onions in a Garlic Cream
\$15.9

BEEF
Roast E
Top round choice Roast Beef
\$15.9

Roast Prime F
12-14oz choice Prime Rib of Beef and served with a cream
\$20.9

Filet M
8 oz. choice cut of Wild Mushrooms and
\$25.9

Roast Tenderloin
Served in a rich Red Wine
\$25.9

DINNER MENU

SEAFOOD
Lemon Pepper Haddock
\$15.95

Baked Orange Roughy
Sautéed Orange Roughy in a Shrimp and White Wine Sauce
\$17.95

Grilled Filet of Salmon
\$16.95

Broiled Lobster Tail
MARKET PRICE

Surf and Turf
MARKET PRICE

VEGETABLE AND POTATO
Green Bean Amandine
Baked Potato
Red Bliss Potatoes

10

BREAKFAST BUFFET

Scrambled Eggs

Omelet's
Made To Order

Assortment of freshly baked Muffins, Danish and Bagels

Hot Buttermilk Biscuits

Warm Toast
Accompanied with Butter and Jelly

Assortment of Fresh Fruit

Choice of Two
Apple Wood Smoked Bacon, Country Baked Ham or Sausage Links

Choice of Two
Fluffy Buttermilk Pancakes, French Toast Sticks or Country Style Homefries

Drinks
Chilled Orange Juice, freshly brewed Coffee and Tea

\$11.95 PER PERSON
plus 6% sales tax and 18% gratuity

1







a touch of class
CATERING

Wedding
PACKAGES

AFFORDABLE ELEGANCE WITH A PERSONAL TOUCH



SPECIALTY WEDDING STATIONS

Carving Station
Your choice of hand Carved: Roast Turkey Breast, Top Round Beef, or Country Baked Ham With Assorted Condiments

Also Available:
Black Angus Prime Rib \$3.00 extra
8 oz. choice cut Filet Mignon \$4.00 extra

Pasta Station
Your choice of two sauces
Side Salad is included with your choice of dressing

Dinner or Sit-Fry Station
Dinner includes your choice of:
Meat, Potato and Vegetable

Sit-Fry includes your choice of:
Chicken, Pork or Beef, served with Rice

Dessert Station
Home-style battered Belgium Waffles
Deliciously rich Ice Cream



HORS D'OEUVRES

Served during cocktail hour and included with all packages

Stuffed Mushrooms
Fresh Mushrooms stuffed with succulent Lump Crabmeat

Mozzarella Cheese Sticks
Lightly breaded Mozzarella Cheese

Mini Potato Pancakes
Grated Potatoes packed together and fried till golden brown

Franks in a Blanket
Savory Hot Dogs wrapped in fluffy Biscuits

Chicken Fingers
Lightly breaded and seasoned Chicken Strips

Chicken Bourbon
Tender chicken breast marinated in a homemade Bourbon Glaze

An Array of fresh vegetables, fruits and cheeses, dip included

Pasta Station
Add \$2.00 per person

(Other Hors d'oeuvres options are available upon request)

FAMILY STYLE

Served with a freshly prepared Tossed Salad and your choice of two Dressings

ENTREE
Choose four of the following selections:

Roast Beef
Top round choice Roast Beef with Savory Mushrooms

Baked Ham
Topped with Luscious Pineapple

Chicken Scampi
Chicken Breast sautéed with Bell Peppers, Roasted Garlic and Onions in a Garlic Cream Sauce over Angel Hair Pasta

Stuffed Chicken Breast
Tender Chicken Breast stuffed with...

Roast Turkey
Served with a helping of our hearty Home-Style Stuffing

Chicken Francise
Boneless Chicken Breast lightly breaded in Flour and Egg and sautéed in a White Lemon Butter Sauce

Franks in a Blanket
Savory Hot Dogs wrapped in fluffy Biscuits

Meatballs (Italian or Swedish)
Handcrafted Meatballs of seasoned Beef

Sausage
Spicy Italian Sausage served with Peppers and Onions

Baked Manicotti
Stuffed with Cheese

Tender Pork Loin

Stuffed Haddock
Broiled Haddock stuffed with Jumbo Lump Crabmeat

Penne Pasta
Served with your choice of Alfredo or Vodka Bush Sauce

Cheese Tortellini
Butter and Herb Sauce served over cheese stuffed Tortellini

Chicken Marsala
Sautéed boneless Chicken Breast topped with savory Mushrooms and a creamy Marsala Sauce

Potato
Your choice of one:
Mashed Potatoes
Charley Potato
Roasted Rust Potato
Au Gratin Potatoes
Rice Pilaf

Vegetable
Your choice of one:
Glazed Carrots
Peas
Valk Beans
Corn
Green Beans Almondine
Fresh Vegetable Medley
Asparagus
Stuffed Tomato

Also Included:
Coke/Soda, warm Rolls and Butter,
freshly brewed Coffee and Tea

\$53.95 PER PERSON
plus 6% sales tax and 18% gratuity









a touch of class
CATERING

WEDDING PACKAGE STATIONS

YOUR PACKAGE WILL INCLUDE:

Hors d'oeuvres Wedding Cake
Centerpieces Chair Covers

Carving Station

Turkey, Ham or Beef [Choice of 2]

Pasta Station

Shrimp Scampi, Red Marinara, Broccoli Alfredo

Dinner Station

Chicken Francaise or Baked Haddock [Choice of 1]
Also Includes: Potato, Vegetable, Cole Slaw, Tossed Salad

\$75.00

PER PERSON

*Tax And Service
Charge Included*

Bar Package: Captain Morgan, Jim Beam, Jacquin's Vodka, Jaquin's Rum, Jacquin's Gin, Scotch Firefly Vodka, Seagrams 7, Sloe Gin, Blackberry Brandy, Peach Schnapps, Coconut Rum

Beer: Miller Lite, Coors Light, Miller Genuine Draft, Lager, Blue Moon, San Adams (Seasonal)

228 George Ave. • Wilkes-Barre, PA • 570.824.0500



a touch of class
CATERING

Melissa Smith
CATERING DIRECTOR

288 George Street
Wilkes-Barre, PA 18705
570.824.0500

www.ataouchofclasscatering.net



Be Your Own Guest

AT YOUR OWN DESTINATION

A Touch of Class Catering will take away the worries and anxiety felt by every host or hostess in preparation for an event imagined at the location of their choosing. Experience your special and unforgettable event as your own guest with our flawless service and prompt delivery.



a touch of class
CATERING

228 George Ave. • Wilkes-Barre, PA • 570.824.0500



Be Your Own Guest

AT YOUR OWN WEDDING

A Touch of Class Catering will take away the worries and anxiety felt by every bride and groom during the day they celebrate their devoted love for each other. Experience your dream wedding as your own guest, with our careful planning, attention to detail and flawless service.

A Touch of Class, Providing Affordable Elegance with a Personal Touch

228 George Ave. • Wilkes-Barre, PA • 570.824.0500

How Does Positioning Grow Your Business?

- Creates market differentiation (niche)
- Targets the “right” customers with the “right” messaging
- Focuses operational investments based on positioning
- Eliminates extemporaneous marketing (reduces costs)
- Promotes a laser focus on what you do best
- Increases profitability

Questions

www.ideaworks.marketing • 570.779.9543

ideaworks[®]
MARKETING