



# BUSINESS PLANS

FROM HUDSON OUTSOURCING

## Case study



# Just Cos Catering Services



## Situation

Just Cos Catering is a two-time Award-winning catering company based in London, England. They create modern, wholesome foods which are not only eye-catching but also take your tastebuds on a journey. Just Cos was founded by Vicky Madelyn and Priscilla Adjei in 2011.

Based in North London, Vicky and Priscilla believe they are in an ideal location that enables them to provide bespoke catering services for all occasions from corporate parties and canapés to buffet lunches and dinners within London and surrounding areas. They have also developed skills which they believe are key to delivering exceptional and bespoke services to their clients. Their values are important to them, and they strongly believe in developing long-term relationships with their clients, venues and suppliers.

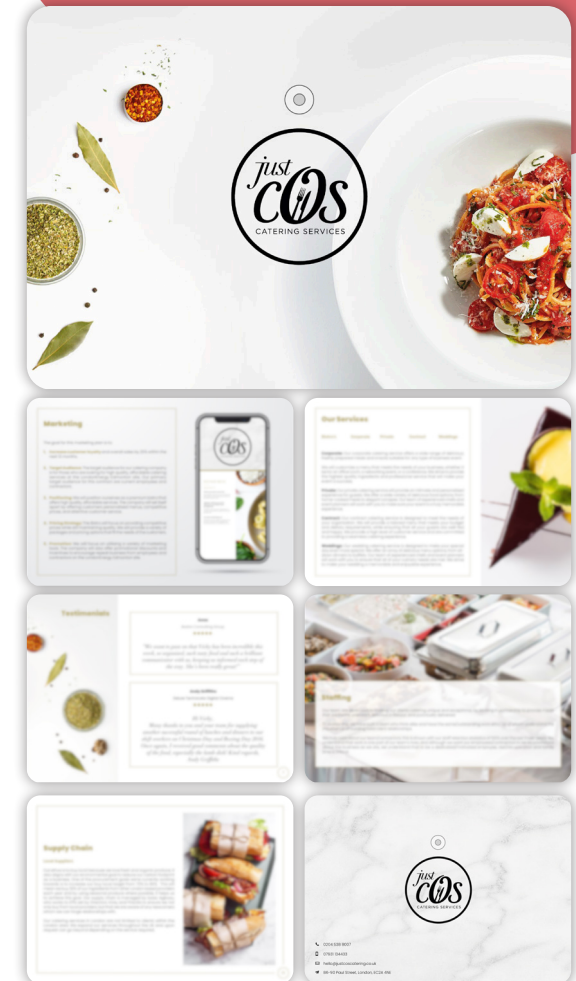
Just Cos identified an area of expansion within their business and after creating great tasting food and receiving rave reviews, they decided to sell their home-made rubs and sauces. Just 'Cos Rubs & Sauces was birthed out of the Covid outbreak when the catering side of their business was closed. So, they decided to introduce an e-commerce platform, selling their rubs and sauces.

Vicky and Priscilla reached out to Hudson Business Plans for a well-written, effectively designed business proposal which highlighted their current and future vision for Just Cos. This included showcasing their values, risk planning, environmental management procedures, health and safety system and local supplier ethos.

## Task

Working closely with Vicky and Priscilla, Hudson Business Plans developed an appropriate business plan that reflected Just Cos' digital catering expansion plans. Our Global COO, John Hudson, worked on producing the content for the business plan, while our Head of Creative, Kathryn Johansen produced the design.

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Due to client confidentiality we are unable to display the the full design or show any content.

## Action

John worked with Vicky and Priscilla to deliver a business plan which reflected Just Cos' exact aims and vision. Through initially developing a deep understanding of the business, including past and future goals, John planned the content for the business plan. Keeping transparent communications with Vicky and Priscilla, providing mentorship, and gathering further information, John created the first draft of the business plan. John ensured that Just Cos' vision matched their pricing points and that their goals for expansion were ultimately achievable. After multiple reviews and revisions to ensure the business plan delivered on all client expectations, John passed over the project to Kathryn. Kathryn conducted initial brand research and created a document template that represented the brand's look and feel. Kathryn also used the company's branding to create iconography which supported the content created by John.

## Result

Through transparent communications with Vicky and Priscilla and efficient processes, John and Kathryn were able to provide Just Cos with an eye-catching and persuasive business plan.



Transparent  
Communications



High  
standard  
Designs



Delivered  
ahead of  
deadline



Amazing  
Client  
feedback

# Just Cos Catering Services



Thank you so so much ... can't thank you guys enough. You've been amazing working round the clock. Priscilla and I are extremely grateful for your amazing work! Will definitely spread the word about you guys without a doubt!

**Vicky Madelyn**  
Co-Founder



For more information on Just Cos Catering  
visit [www.justcoscatering.co.uk](http://www.justcoscatering.co.uk)



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FROM HUDSON OUTSOURCING

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