



LIAISON
COLLEGE

DIPLOMA PROGRAM: Personal Chef

Introduction

- Overview of the industry
- A day in the life of a PC
- What you need to become a successful PC

ENTREPRENEURIAL SKILLS

Creating a PC Business

- Business Plan
- Market Research & Strategic Plan
- Financial Planning
- Legal & Government Considerations

Administration Model

- Business structure
- Accounting options
- Insurance
- Financing

Strategic Marketing Plan

- Creating an image or brand
- Marketing outline
- Delivering your message
- Marketing Tools
- Creating Marketing Pieces

Purchasing

- Choosing suppliers
- Creating the shopping list
- Ordering
- Tracking mileage
- Client gifts

BECOMING A PERSONAL CHEF

Tools & Equipment

- The client package
- Checklists
- Containers – storage, freezing, reheating
- Tools of the PC Trade
- First aid
- PC Safety

Menu Planning

- How do people eat
- Service variations
- Costing
- Special diets
- Nutritional labelling
- Timing for success

Working in the Client's Home

- Planning your work flow
- Client Interview & Site Inspection
- Setting up your work space
- Trouble shooting
- Clean up & Security
- Evaluation

Selling the PC Service

- Leading questions
- Using the phone script
- FAQ's & Objections
- Booking the interview
- Questionnaire

Safety & Sanitation

Note: students must have a valid Safe Food Handlers Card

- In home basics
- Bacteria
- Food Handling
- Cleaning
- Dishwashing
- Safety practices

PC Culinary Techniques

- Cooking methods
- Proteins, starches, produce
- Food quality
- Packaging for freezing/reheating

Other Revenue Sources & Concepts for the PC

- Strategic Partnerships
- Networking
- Catering
- Interactive parties
- Private cooking demonstrations/lessons
- Menu planning



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TRAINING SUMMARY

Tax Deductible Tuition Fee	\$2,745.00
◦ Textbooks/Workbook	\$ 295.00
◦ Uniform/Equipment	
◦ Food Handlers Exam	
Additional Costs	
_____	_____
_____	_____
_____	_____
Administration / Processing Fee	\$ 495.00
Total	_____

Class Times _____

Start Date _____

Duration 80 hours over 4 weeks

Payment Options:

- 1. Full Payment (Visa, M/C, AMEX, Cheque, Cash on registration) _____
- 2. Interest Free Payment Plan (OAC) _____
- 3. Travellers Financial (9.9% interest rate) _____
- 4. Second Career / Employment Ontario _____
- 5. Other _____

Call back for your program acceptance: _____

Your Admissions Representative is: _____

For more information about Liaison College, privacy policy, student complaints procedures, appeals process, and expulsion policy, please visit: www.liaisoncollege.com

This program is registered with the MTCU.