

COOKING-ON-A-BUDGET WORKSHOP
BUSINESS PLAN

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of
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By
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CERTIFICATION OF APPROVAL

COOKING-ON-A-BUDGET WORKSHOP
BUSINESS PLAN

by
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DEDICATION

This work is dedicated to my husband, Jeff; children, Rebecca, Jacob, and Grace; and my sister, Kelly, who have supported and encouraged me throughout this program. It is also dedicated to my friends who have stood by me and will celebrate with me when I am done.

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First and foremost, I wish to acknowledge God, who gives me strength to do more than I think I can do and who reminds me to celebrate and be thankful for each day that I am given. “This is the day which the Lord hath made, we will rejoice and be glad in it” (Psalm 118:24). I would also like to acknowledge my peers in EMBA Cohort 15, who have inspired me, supported me, and encouraged me throughout this program.

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ABSTRACT

This project explored the requirements and funds necessary to develop a series of ongoing workshops that teaches teens and young adults in Stanislaus County how to cook for themselves on a limited budget. The workshops are intended to support and build skills in the area of budgeting, meal planning, and meal preparation for young adults as they transition from high school to college or other areas of pursuit.

CHAPTER I

PROJECT INTRODUCTION

Background

The purpose of this project was to create a business plan to develop a series of ongoing workshops to teach basic cooking skills to young adults in Stanislaus County. As young adults transition from high school to the next step of their lives, it is important to be able to handle the day-to-day responsibilities of life, including basic budgeting, meal planning, and meal preparation. Whether young adults choose college, trade school, work, or the military, these essential skills will help them be successful in life. In the current secondary education system, basic home economics, when offered, is often an elective course, not a required subject. By looking at the websites for 57 public, private, and alternative high schools located in Stanislaus County, the author was able to confirm nine of them offered home economics related courses, though none were in the “required” section of the course catalogs (Appendix A). Not all websites had a course catalog available online. In Turlock, both John H. Pitman and Turlock High School offer the electives “Family and Consumer Science (Home Economics 1150)” and “Foods (Home Economics 1100)”. Roselawn High School offers “Foods” and “Life Management” courses. In Modesto, Grace M. Davis High School and James C. Enochs High School offer the courses “Foods and Nutrition 1-2” and “Foods and Nutrition 3-4”. The exploration of the various high school websites shows the emphasis on developing life skills as part of secondary

education is considered optional, not essential. The workshops proposed in this business plan will serve a need for young adults in Stanislaus County.

There are several benefits of cooking at home. Cooking at home is generally healthier. There is typically less fat, sodium, and sugar in foods prepared at home because it is easier to control what is added to the meal. It is also easier to control the portion size of the meal when cooking at home. A typical 16-oz. prime rib meal with a Caesar salad and baked sweet potato at the Texas Roadhouse contains 2,820 calories (Marcano, 2020), well above the recommended daily calorie intake of 2,000 for women and 2,500 for men. It is easier to avoid food allergens by cooking at home for the same reason; there is an awareness of what is in the ingredients for the meal and control over exposure to known food allergens (Moses, 2020). The next benefit of cooking at home is the positive impact on the environment. There is less use of convenience packaging such as Styrofoam containers or plastic utensils and bags. There is less fuel consumed by avoiding driving to a restaurant to eat out or pick up food, or utilizing a delivery service such as Grubhub or Door Dash. There is also typically less waste when cooking at home due to the control on portion sizes. Another benefit of cooking at home is the lower cost. In a study that looked at 86 popular dinner recipes, it was on average about 5 times more expensive to order food from a restaurant and about 3 times more expensive to cook at home using a meal kit service. For the 86 meals examined, the average cost for a home cooked meal was \$4.31, \$12.53 for a meal-kit meal, and \$20.37 for a restaurant prepared meal. The price for both the restaurant and meal kit meals includes a delivery fee - \$5.00

(restaurant) and \$2.50 (meal kit) (Priceonomics, 2018). Although it is often perceived cooking at home is more time-consuming than ordering out or eating out in a restaurant, there are several meals that can take as little as 10-30 minutes to prepare. Based on my own experience, cooking at home requires meal planning (approximately one hour per week), shopping (30-60 minutes per week), meal preparation (10-30 minutes), and clean-up (15 minutes). With good planning, the amount of time and stress required as a whole can be significantly less than the time required to eat out, which can include deciding what to eat, sitting in a drive through (10-20 minutes), dining out in a restaurant (30-90 minutes), or waiting for food to be delivered (30-40 minutes).

Industry Overview

Currently there are some existing cooking workshops offered in Stanislaus County, mainly on an ad-hoc basis. Examples include workshops offered to students attending Stanislaus State through Housing and Residential Life in partnership with its campus food provider. Modesto Junior College offers cooking classes through its Community Education Program. The author was unable to find any existing, regularly scheduled workshops in Stanislaus County specifically targeted at young adults in order to prepare them for cooking at home on a budget. There are several online cooking offerings, including sites like industrycookingclasses.com and a variety of cooking shows available on Food Network, Netflix, and other streaming sites. There are videos available on YouTube that give step-by-step instructions on how to prepare a recipe. Additionally, many recipe sites such as Allrecipes.com include written and

video instructions on how to prepare a recipe. There are many different types of online resources. However, a workshop that allows participants to meet in person, get immediate feedback, and interact with others in a similar peer group provides a different experience for participants and allows for a deeper level of understanding of the skills required to cook at home.

CHAPTER II

WORKSHOP OVERVIEW

Benefits of the Workshops

Like any skill, cooking requires time, effort, and practice. For various reasons, many young adults have not developed the level of skills needed to prepare basic meals for themselves. One reason is high schools no longer require students to take basic home economics courses, which gives them exposure to cooking. Another is people are eating out more and cooking less. Many families have both parents working outside of the home, leaving less time to plan and prepare meals at home. Lastly, there are more convenience foods available today. A benefit of the workshop is to give young adults the basic skills and abilities to plan, shop for, and prepare basic meals at home. The materials presented in the workshop will establish a foundation in these areas. The workshop will help increase the confidence level of young adults, allowing them to establish and practice skills in an interactive, hands-on setting. An additional benefit of the workshop is it will allow the participants to interact with one another in a fun, social setting. This interaction gives the participants a chance to develop new friendships and provides a future network of resources for each participant.

Learning Objectives

Each workshop will be 4 hours in length. There are four main learning objectives for each workshop: Basic Budgeting, Meal and Menu Planning, Shopping

Techniques, and Basic Meal Preparation. Each learning objective will be covered in a section of the 4-hour workshop. The Basic Budgeting section will teach participants how to develop a simple budget utilizing a basic Excel spreadsheet. Participants will learn how to track income including earnings, financial aid, or other sources of income and estimate living expenses such as rent, utilities, food, entertainment, school, transportation, and savings. Participants will be able to plan and anticipate their overall monthly financial needs, so they do not overspend and can track spending patterns more effectively.

	Budget	Actual Costs												Total	Average/Month	
		January	February	March	April	May	June	July	August	September	October	November	December			
	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	\$1,000.00
Expenses		Input Cells														
Car Repairs/Maintenance	\$ 25.00														\$ -	\$ -
Dining Out	\$ 25.00														\$ -	\$ -
Electricity	\$ 25.00														\$ -	\$ -
Emergency Fund/Savings	\$ 40.00														\$ -	\$ -
Entertainment - Fun	\$ 40.00														\$ -	\$ -
Gas - Car	\$ 40.00														\$ -	\$ -
Groceries	\$ 250.00														\$ -	\$ -
Internet	\$ 25.00														\$ -	\$ -
Parking	\$ 20.00														\$ -	\$ -
Pest Control	\$ 20.00														\$ -	\$ -
Rent	\$ 450.00														\$ -	\$ -
Water/Sewer/Garbage	\$ 40.00														\$ -	\$ -
Other															\$ -	\$ -
Other															\$ -	\$ -
Total Remaining	\$ -	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00	\$1,000.00

Figure 1. Budget Planning Worksheet

The Meal and Menu Planning section of the workshop will teach participants to plan out meals on a weekly basis to determine grocery shopping lists and to save time during the week by planning ahead. The sample meal plan below shows a typical week's meals as well as the associated cost of groceries based on pricing from FoodMaxx in Turlock, CA (Appendix B, Appendix C).

Weekly Meal Planner

	Breakfast	\$	Lunch	\$	Dinner	\$	Snack	\$	Cost per Day	Meal Kit	Eating Out
Sunday	Pancakes	0.97	Tuna Sandwich	1.16	Pasta with marinara sauce	0.59	Popcorn	0.40	7.91	23.72	39.53
	Bacon		Chips		Green Salad with carrots, cucumbers, bell pepper, dressing	0.85					
	Banana	1.50	Apple	0.31	French Bread	0.50					
Monday	Coffee, Juice	0.55	Water, Tea	0.08	Water, milk	0.36	Water	0.00	6.01	18.03	30.05
	Oatmeal	0.15	BLT w/Avacado	2.60	Rotisserie Chicken	0.67	Banana	0.15			
	Blueberries	0.38	Chips	0.31	Green Beans	0.50	Peanut Butter	0.19			
Tuesday	Coffee, Juice	0.55	Water, Tea	0.08	Water, milk	0.36	Water	0.00			
	Hardboiled Egg		Salad with chicken, tomato, peppers, carrots, cucumber, lettuce, radish, dressing		Beef Tacos with onions, cilantro, radish, salsa, jalapenos, avacodo		Calery, carrots				
	Apple	0.15	French Bread	2.01	Refried Beans	4.98	Hummus	0.29	10.57	31.71	52.85
Wednesday	Cheese	0.56	Water, Tea	0.08	Water, milk	0.36	Water	0.00			
	Coffee, Juice	0.55									
	Breakfast Burrito with egg, cheese, peppers, onions, salsa	1.46	Nachos with Beef, Cheese, Salsa, Onions, Tomatoes, Cilantro, Beans, Sour Cream, jalapenos	5.80	Hot dog with chili		Granola Bar				
Thursday											
	Cole Slaw				0.91	Banana	0.40	9.98	29.94	49.90	
	Coffee, Juice	0.55	Water, Tea	0.08	Water, milk	0.36	Water	0.00			
Friday	Yogurt with granola, blueberries	1.46	Grilled Cheese (made with French Bread)	1.21	Fish	6.00	Nuts	0.67	12.99	38.97	64.95
	Coffee, Juice	0.55	Tomato Soup	0.42	Broccoli	1.25	Dried Cranberries	0.72			
			Dill Pickle	0.20	Rice	0.07	Water	0.00			
Saturday			Water, Tea	0.08	Water, milk	0.36	Water	0.00			
	Avocado Toast	0.61	Lunch Wrap with Turkey, Lettuce, Cheese	2.33	Pizza with marinara, cheese, pepperoni, peppers, onions (2 Personal Size Pizzas)	6.43	Chips & Salsa	0.51	12.31	36.93	61.55
	Fried Egg		Calery		Green Salad with carrots, cucumbers, bell pepper, salad dressing	0.96					
Sunday			Ranch Dressing	0.16							
	Coffee, Juice	0.55	Water, Tea	0.08	Water, milk	0.36	Water	0.00			
	Toast with Jelly		Pizza - leftover		Ramen Noodle Bowl with Chicken, radishes, bean sprouts, carrots, cabbage, chili paste, soy sauce, green onion, jalapenos	2.57	Pretzels	0.13	4.81	14.43	24.05
Monday	2 Eggs	0.30	Cucumbers	0.13							
	Coffee, Juice	0.55	Ranch Dressing	0.17							
			Water, Tea	0.08	Water, milk	0.36	Water	0.00			
Chocolate Chip Cookies									5.97	17.91	29.85
Total									70.55	211.64	352.73

Figure 2. Sample Meal Plan

The third section of the workshop will cover basic shopping techniques that will help participants shop more efficiently and economically. Participants will review and

discuss the tips listed in the table below (Blank, 2017; Bussing, 2019; Page, 2017; Ramsey, 2020).

Table 1

Shopping Techniques

Shopping Techniques	
Tip	Benefits
Shop once per week	Saves time, transportation costs, reduces impulse buys
Start with a meal plan and shopping list	Saves time, reduces impulse buys, prepares you for your week
Buy store or generic brands	Cost savings
Take advantage of coupons and rewards programs and sales	Cost savings
Eat before you shop	Shopping is more enjoyable if you are not stressed from being hungry, reduces impulse buys
Focus your shopping on the perimeter of the store (fresh produce, meats, dairy)	Helps avoid processed foods and snacks, cost savings
Stick to your budget	Supports financial planning

The last section of the workshop will be the hands-on cooking portion of the workshop and participants will prepare a meal so they can develop and practice their skills. Participants will be able to observe the instructor, prepare the meal themselves, and ask questions as they go. Towards the end of the workshop, participants will enjoy the fruits of their labor by sitting down and eating what they have prepared.

CHAPTER III
MARKET ANALYSIS

Target Audience

The target audience for the workshops is teens and young adults between the ages of 16 and 24 in Stanislaus County. According to U.S. Census data (2020) for the county, approximate population in this age group is 70,000. High school juniors and seniors make up approximately 17,700 of this population (“Stanislaus County Enrollment Data”, 2020). According to the campus websites (2020), the number of full-time equivalent students enrolled at Stanislaus State in fall of 2019 included in this age group was 7,866 and the number for Modesto Junior College in Fall of 2018 was 12,325.

Competition

As noted in the industry overview, the author was unable to identify any current ongoing series of workshops specifically aimed at teaching young adults the skills of basic meal planning and preparation in Stanislaus County. For the workshops that were found, such as those offered to current Stanislaus State students, the workshops were included in the cost of attendance. Courses offered by Modesto Junior College through its community education program varied in price, but no current offerings were listed, possibly due to the restrictions of COVID-19.

CHAPTER IV
MARKETING PLAN

Product

The marketing plan includes the four “Ps” of marketing: product, price, place, and promotion. The product for this business plan is a series of workshops focused on basic budgeting, meal planning, and meal preparation. The workshop content and structure will be similar, but the meals prepared can be easily modified for the different workshops to ensure variety and to adapt to feedback received from participants through the workshop evaluation process or direct feedback. The 4-hour workshop will be scheduled as either a morning session (8:30 a.m. – 12:30 p.m.) or an afternoon session (1:00 p.m. – 5:00 p.m.) to meet the needs of the participants.

Price

The price of the workshop will initially be set at \$45.00 per participant, with a class size of 10 participants. The price is set based on the cost of the materials required for each class including food, contract labor, site rental estimate, and workshop materials such as handouts as well as the amount required to cover fixed costs such as insurance, business license, and permits (“City of Turlock Business License Costs”, 2020; “Food Permit Costs”, 2020, “Stanislaus County License Costs”, 2020), and advertising as shown in Table 3 below.

Table 2

Workshop Price and Costs

Workshop Price and Costs	
Revenue - ten participants	450.00
Cost per class - year one	
<u>Variable</u>	
Bank charges - credit card processing fees - 2% of revenue	9.00
Contract Labor - instructor	100.00
Contract Labor - assistant	60.00
Classroom facility rental (estimate)	73.50
Supplies - food, handouts	100.00
Total Variable	342.50
Gross Margin	107.50
Gross Margin %	23.9%
<u>Fixed (per Workshop at 40 workshops in year one)</u>	
Advertising - booth rental fees, A-frames, coupons, discounts, on-line media	12.50
Insurance	22.50
Business licenses and fees	7.38
Miscellaneous	2.50
Office Expense - bluehost.com website hosting	2.50
Supplies - cleaning supplies	7.50
Supplies - kitchen goods (pots, pans, utensils, towels, paper plates, cooking staples)	12.50
Instructor/assistant training - food safety and handling	2.50
Total Fixed Costs	69.88
Operating Profit per Workshop	37.62

An informal survey of a small group of young adults revealed what they would be willing to pay for a workshop of this type. Most of the responses came back in the range of \$40.00-\$50.00 dollars per workshop. At a rate of \$45.00 per workshop per participant, the break-even point in terms of the number of workshops taught is 26 workshops over the course of a year, assuming cost estimates are accurate and the attendance at each workshop is at capacity of ten participants.

Place

For place, there are two potential sites available in Stanislaus County that will accommodate a workshop of this type, the culinary kitchen at John H. Pitman High School in Turlock, CA and the Stanislaus Culinary Institute located in Modesto, CA run by Stanislaus County Office of Education. Further exploration of the sites is required as access to these sites and information available about the sites has been limited due to the current environment and restrictions associated with COVID-19.

Promotion

Promotion for the workshops will include different strategies. Digital promotion includes establishing a workshop website that highlights the workshop offerings and includes photos of past workshops and a workshop registration link. Social media such as Facebook, Instagram, and Twitter will also be utilized to increase awareness of the workshops. General advertising will be employed by placing A-frames advertisements about the workshops at local high schools and on college campuses. Sales promotions offering discounted workshops will be used to build interest and increase attendance. Additionally, personal selling will be

employed in the form of display booths at the local college campuses and potentially high school campuses, providing fliers about the workshops, as well as offering free samples of food that a participant can prepare when attending a workshop. Potential participants will be able to scan a quick response or QR code that could offer a promotional discount and take them to the workshop registration site.

CHAPTER V
FINANCIAL INFORMATION

Set-up Costs

The set-up cost for establishing this business is approximately \$2,000. This cost includes an estimated \$1,000 for website and social media development costs, \$700 for the initial purchase of cooking supplies including handouts, pots, pans, utensils, bowls, towels, and staples (Appendix D), and \$300 for business licenses and required food permits in Stanislaus County and the City of Turlock.

Revenue and Costs

Revenue will be derived from the workshop registration fees. Workshop registration cost per participant will be \$45.00. This price includes the cost of the food and handouts utilized in the workshop. The profit margin for each workshop is \$107.50 or 23.9% as shown in Table 2 above. Other potential revenue sources could be derived from partnerships with local businesses that may have an interest in advertising their products or services in conjunction with the workshops. For example, a local grocery store can pay to have a presence at the workshop in order to build awareness of the store with the workshop participants. Variable and fixed costs for the workshop are listed in Table 2.

Break-even Analysis

The 3-year income statement below shows the projected revenues and costs associated with the workshop. For the first year, a target of 40 workshops is set with

44 in Year Two and 52 in Year Three. The third-year target is set based on an assumption of 26 workshops being held during the school year (September – May) and 26 workshops being held during the summer months (June – August). It is assumed the workshops will begin after COVID-19 has passed and the restriction on the number of people that can meet in person has been lifted. The break-even point based number of workshops held is 26 workshops.

Table 3

Projected Income Statement – 3 Year

Projected Income Statement – 3 Year				
	Monthly - Year 1	Year 1	Year 2	Year 3
Revenue				
Number of workshops	3	40	44	52
Sales - workshop fees	<u>\$ 1,350</u>	<u>\$ 18,000</u>	<u>\$ 19,800</u>	<u>\$ 23,400</u>
Variable Costs				
Bank Charges	\$ 27	\$ 360	\$ 396	\$ 468
Contract Labor	\$ 480	\$ 6,400	\$ 7,040	\$ 8,320
Rent	\$ 221	\$ 2,940	\$ 3,234	\$ 3,822
Supplies - Food	<u>\$ 300</u>	<u>\$ 4,000</u>	<u>\$ 4,400</u>	<u>\$ 5,200</u>
Total Variable Costs	\$ 1,028	\$ 13,700	\$ 15,070	\$ 17,810
Gross Margin	\$ 322	\$ 4,300	\$ 4,730	\$ 5,590
Gross Margin %	23.9%	23.9%	23.9%	23.9%
Fixed Costs				
Advertising	\$ 42	\$ 500	\$ 500	\$ 500
Insurance	\$ 75	\$ 900	\$ 900	\$ 900
Licenses and Fees	\$ 25	\$ 295	\$ 295	\$ 295
Miscellaneous	\$ 8	\$ 100	\$ 100	\$ 100
Office Expense	\$ 8	\$ 100	\$ 100	\$ 100
Supplies - cleaning	\$ 25	\$ 300	\$ 300	\$ 300
Supplies - kitchen goods	\$ 42	\$ 500	\$ 500	\$ 500
Training	<u>\$ 8</u>	<u>\$ 100</u>	<u>\$ 100</u>	<u>\$ 100</u>
Total Fixed Costs	\$ 233	\$ 2,795	\$ 2,795	\$ 2,795
Net Income/(Loss)	<u>\$ 89</u>	<u>\$ 1,505</u>	<u>\$ 1,935</u>	<u>\$ 2,795</u>

Table 4

*Break Even Analysis***Break-even Analysis (Year one)**

Break-even		Per Workshop	Annual
Revenue	\$	450.00	
Variable Costs	\$	342.50	
Gross Margin	\$	107.50	
Fixed Costs			\$2,795
Break-even - number of workshops			26

CHAPTER VI

OPERATIONS

Workshop Agenda and Materials

The workshop will be 4 hours in length. A sample agenda is provided below.

Cooking on a Budget Workshop Schedule		
Instructor:		
Instructor's Assistant:		
8:30	Welcome and Introductions	30
9:00	Course Objectives	15
9:15	Basic Budgeting	30
9:45	Meal Planning	30
10:15	Shopping Techniques	15
10:30	Break	15
10:45	Meal Prep	1:00
11:45	Eat what we've prepared	45

Figure 3. Sample Workshop Agenda

Materials for each workshop will include the supplies needed to prepare the meal, handouts, paper, writing utensils, and cleaning supplies.

Registration Process

Workshop registration will utilize the open source event registration software Eventbrite. Eventbrite has both online and mobile application capabilities and integrates with social media platforms like Facebook. Since the workshops are not free, Eventbrite charges a minimal per-transaction fee which equates to a cost of approximately \$16.90 per workshop assuming attendance of 10 participants.

Workshop registration will gather key participant information including name, contact information, payment information, dietary restrictions, and a general release of liability to participate in the workshop.

Workshop Evaluation Process

Workshop participants will be asked to complete a workshop evaluation after completing the workshop. The evaluation form will be available in two ways, a paper form provided to participants at the end of the workshop, and an electronic link provided to the participants via text message and email for completion at a later time. Information collected from the evaluation forms will be used to make modifications to the workshop content, assess the effectiveness of the instructors, and to improve workshop materials. A sample evaluation form is provided below.

SWOT Analysis

A SWOT analysis was conducted in order to better understand the potential of establishing the business offering cooking workshops to young adults.

S INTERNAL STRENGTHS		W INTERNAL WEAKNESSES	
1	Experiential, hands-on workshop	1	Reliant on availability of site facility rental
2	Provides in-person social interaction	2	Potential for significant operating profit is low
3	Flexible format, content can easily be modified	3	Marketing strategies may not reach target audience effectively
4	Minimal up-front investment required	4	
O EXTERNAL OPPORTUNITIES		T EXTERNAL THREATS	
1	Potential to expand workshop topics to other life skills such as basic home upkeep and maintenance, how to prepare a tax return, how to do laundry	1	Convenience foods and ease of food delivery
2	Ability to partner with other agencies and businesses (schools, restaurants, health organizations, grocery chains)	2	Current health and safety restrictions related to COVID-19
3	Ability to explore a virtual format	3	Food borne illnesses
4	Could be expanded to be a group activity type of workshop	4	Lack of interest in workshop content
5	Similar workshops are not currently offered on a regular basis in Stanislaus County	5	

Figure 5. SWOT Analysis

CHAPTER VII

CONCLUSION

The idea for creating a cooking workshop for young adults was developed through the author's interactions with her own children and their friends. As a parent of three young adults, she had done some reading on essential skills parents should teach their children before they move out of the house. One such list provided by imom.com, a daily inspiration website, included the following essential skills: basic cooking skills, budgeting and money management skills, and good social skills and manners (Merrill, 2017). In today's society, many families have both parents working outside of the home and children are often busy with many activities such as school, sports, a job, or clubs. As a result, there is often not enough time or energy to devote to teaching and learning these essential skills. The proposed series of cooking workshops for young adults will assist in teaching these essential skills in a fun and interactive setting.

The financial analysis for this type of business revealed although there are minimal start-up costs, the operating profits are low. There is potential to bring in additional sources of revenue that could improve the business's performance if partnerships with local businesses, schools, and other agencies were developed. Workshops could also be expanded to other age groups or set up as a group activity that could be booked for fun or as a team-building activity. The workshop agenda is flexible and can be adjusted easily to meet different formats and group needs. It may

be useful to pilot a few types of workshops to gauge interest and to assess the potential future for this type of business. Different options could be explored as the business progresses.

The business plan results show the potential opportunities and risks for establishing a cooking-on-a-budget workshop series. The workshops can satisfy an essential unmet need in Stanislaus County, but may not be sustainable due to the projected low operating profits. Additional sources of revenue could change the model and make it more profitable.

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APPENDICES

APPENDIX A

STANISLAUS COUNTY HIGH SCHOOL HOME ECONOMICS COURSES

Stanislaus County High School Home Economics Courses

School	City	# of Students	Home Econ Offered	Required?	Course Title
Adelante High School	Riverbank	61	*		
Argus High (continuation)	Ceres	184	*		
Aspire Vanguard College Preparatory Academy	Empire	334	*		
Berean Christian School	Patterson	9	N		
Big Valley Christian	Modesto	847	*		
Central Catholic High School	Modesto	372	N		
Central Valley High School	Ceres	1,834	N		
Ceres High School	Ceres	1,738	N		
Connecting Waters Charter	Waterford	2,100	Y	N	See Course Catalog - many classes
Del Puerto High School	Patterson	97	*		
Denair Charter Academy	Denair	274	*		
Denair High School	Denair	269	N		
Dickens (billy Joe) High (continuation)	Hughson	29	*		

School	City	# of Students	Home Econ Offered	Required?	Course Title
East Stanislaus High School	Oakdale	88	*		
Ecademy Charter At Crane	Turlock	114	N		
Endeavor Alternative	Ceres	158	*		
Foothill Community Day	Newman	6	*		
Fred C. Beyer High School	Modesto	1,716	*		
Fusion Charter	Turlock	115	*		
Grace M. Davis High School	Modesto	1,661	Y	N	Foods and Nutrition 1-2, Foods and Nutrition 3-4
Hart-ransom Academic Charter	Modesto	331	Y	N	Life Management Skills
Hughson High School	Hughson	712	*		
James C. Enochs High School	Modesto	2,407	Y	N	Foods and Nutrition 1-2, Foods and Nutrition 3-4
John B. Allard	Turlock	119	*		
John H. Pitman High School	Turlock	2,185	Y	N	HE 1150 Family and Consumer Science, HE 1100 Foods
Joseph A. Gregori High School	Modesto	2,205	N		
Keys To Learning Charter	Keys	336	*		
Modesto Christian School	Modesto	307	N		

School	City	# of Students	Home Econ Offered	Required?	Course Title
Modesto High School	Modesto	2,450	*		
Newman-crows Landing Independent Study	Newman	1	N		
Oakdale Charter	Oakdale	51	Y	N	Home Economics, Nutrition
Oakdale High School	Oakdale	1,605	N		
Oasis Community Day	Denair		*		
Orestimba High School	Newman	797	N		
Patterson High School	Patterson	1,715	N		
Peter Johansen High School	Modesto	1,747	Y	N	Foods and Nutrition 1-2, Foods and Nutrition 3-4
Petersen Alternative Center For Education	Modesto	152	*		
Rising Sun	Vernalis	8	*		
Riverbank High School	Riverbank	671	*		
Robert Elliott Alternative Education Center	Modesto	507	*		
Roselawn High School	Turlock	197	Y	N	Foods, Life Management
Sentinel High School	Waterford	45	*		
Stanislaus Alternative Charter	Modesto	380	*		

School	City	# of Students	Home Econ Offered	Required?	Course Title
Stanislaus County Institute Of Learning	Ceres	229	*		
Stanislaus County Special Education	Modesto	269	*		
Stanislaus County West Campus	Modesto	77	*		
Thomas Downey High School	Modesto	2,026	N		Home Economics through ROP only for 11th & 12 grade
Turlock Christian High School	Turlock		N		
Turlock High School	Turlock	2,198	Y	N	HE 1150 Family and Consumer Science, HE 1100 Foods
Valley Charter High School	Modesto	189	*		
Valley Community Day	Hughson	9	*		
Valley Oak Junior And Senior High School	Oakdale	30	*		
Waterford High School	Waterford	576	*		
West Side Valley High (continuation)	Newman	33	*		
Whitmore Charter High School	Ceres	138	*		

School	City	# of Students	Home Econ Offered	Required?	Course Title
Whitmore Charter School Of Personalized Learning	Ceres	13	*		
Yosemite Rop	Modesto		*		

of Schools with Home Economics Course

9

of Schools requiring Home Economics

0

*Could not locate school course catalog

APPENDIX B

SAMPLE WEEK SHOPPING LIST

Sample Week Shopping List - Pricing from FoodMaxx (Turlock, CA)	Price	Servings	Cost/Serving	Servings Used	Remaining
1/2 and 1/2	1.59	8	0.20	7	1
Apples	0.98	2	0.49	2	0
Avocado	1.00	3	0.33	3	0
Bacon	2.99	2	1.50	2	0
Bananas	0.75	5	0.15	3	2
Bean Sprouts	1.29	2	0.65	1	1
Beef	6.78	2	3.39	2	0
Bell Pepper	0.99	4	0.25	4	0
Blueberries	1.50	4	0.38	2	2
Bread - multigrain	1.99	7	0.28	4	3
Bread - French	1.99	4	0.50	3	1
Broccoli	1.25	1	1.25	1	0
Brown Sugar	1.99	2	1.00	1	1
Cabbage	1.60	6	0.27	2	4
Carrots	0.50	4	0.13	4	0
Celery	1.29	8	0.16	2	6

Sample Week Shopping List - Pricing from FoodMaxx (Turlock, CA)	Price	Servings	Cost/Serving	Servings Used	Remaining
Cheddar Cheese	2.23	4	0.56	4	0
Chili	1.32	2	0.66	1	1
Chips	2.50	8	0.31	4	4
Chocolate Chips	2.50	1	2.50	1	0
Cilantro	0.50	4	0.13	2	2
Corn Tortillas	1.69	4	0.42	1	3
Cucumber	0.50	4	0.13	4	0
Dried Cranberries	2.89	4	0.72	1	3
Eggs	1.77	12	0.15	7	5
Fish	6.00	1	6.00	1	0
Flour Tortillas	1.99	10	0.20	2	8
Granola (1/4 lb. bulk)	1.20	2	0.60	1	1
Granola Bars	1.99	5	0.40	1	4
Green Beans	0.50	1	0.50	1	0
Green Onion	0.50	5	0.10	2	3
Hot dog buns	0.95	8	0.12	1	7
Hot Dogs	1.01	8	0.13	1	7
Hummus	3.79	10	0.38	1	9
Jalapenos	0.25	4	0.06	3	1

Sample Week Shopping List - Pricing from FoodMaxx (Turlock, CA)	Price	Servings	Cost/Serving	Servings Used	Remaining
Jelly	2.42	10	0.24	1	9
Juice	2.27	7	0.32	7	0
Lettuce	1.39	8	0.17	4	4
Milk	2.84	8	0.36	8	0
Mixed Nuts	3.99	6	0.67	1	5
Mozzarella Cheese	2.23	4	0.56	1	3
Noodles (Ramen)	0.25	1	0.25	1	0
Oatmeal	1.93	13	0.15	1	12
Onion	0.55	2	0.28	2	0
Pasta	0.99	4	0.25	1	3
Pasta Sauce	1.34	4	0.34	3	1
Peanut Butter	1.89	10	0.19	1	9
Pepperoni	2.79	4	0.70	2	2
Pickles	1.00	5	0.20	1	4
Pizza Crust	3.99	2	2.00	2	0
Popcorn	1.19	3	0.40	1	2
Pretzels	1.79	14	0.13	1	13
Radish	0.69	4	0.17	4	0
Refried Beans	0.89	4	0.22	2	2

Sample Week Shopping List - Pricing from FoodMaxx (Turlock, CA)	Price	Servings	Cost/Serving	Servings Used	Remaining
Rotisserie Chicken	3.99	6	0.67	3	3
Salad Dressing	1.69	10	0.17	5	5
Salsa	2.04	10	0.20	4	6
Sour Cream	1.98	6	0.33	1	5
Tomato	1.25	4	0.31	4	0
Tomato Soup	0.84	2	0.42	1	1
Tuna	1.46	2	0.73	1	1
Turkey - Lunch Meat	2.79	2	1.40	1	1
Yogurt	0.48	1	0.48	1	0

Total **\$ 111.92**

APPENDIX C

STAPLES SHOPPING LIST

Staples Shopping List - Pricing from FoodMaxx (Turlock, CA)	Price	Servings	Cost/Serving	Servings Used	Remaining
Baking Powder	1.49	48	0.03	3	45
Baking Soda	0.83	48	0.02	1	47
Basil	1.00	10	0.10		10
Butter	2.99	4	0.75	2	2
Chili Paste	1.89	20	0.09	1	19
Chili Powder	1.00	10	0.10		10
Cinnamon	1.00	10	0.10		10
Coffee	5.99	200	0.03	7	193
Flour	1.99	13	0.15	4	9
Garlic Powder	1.00	10	0.10		10
Garlic Salt	1.00	20	0.05		20
Ketchup	0.98	30	0.03		30
Lemon Pepper	1.00	20	0.05		20
Mayonnaise	2.99	20	0.15	2	18
Mustard	0.68	20	0.03		20
Olive Oil	4.06	40	0.10	2	38
Oregano	1.00	10	0.10		10
Pepper	1.00	20	0.05		20
Rice	2.73	40	0.07	2	38
Salt	1.00	43	0.02	1	42
Soy Sauce	1.79	10	0.18	1	9
Sugar	2.19	13	0.17		13
Tea	2.00	25	0.08	7	18
Vanilla	1.99	6	0.33	1	5
Total	\$43.59				

APPENDIX D

WORKSHOP MATERIALS LISTING

Workshop Materials Listing					
Item	Qty	Case	Price each	Total	Source
Workshop agenda, other printed materials	50		0.05	\$ 2.50	Dollar Tree
Cooking Utensils (spoons, spatulas, tongs, knives)	100		1.00	\$ 100.00	Dollar Tree
Baking Dish	1	24	0.99	\$ 23.76	("Material Costs, baking dishes, pans," (2020))
11" fry pan	1	24	4.99	\$ 119.76	(Material Costs, baking dishes, pans," (2020))
2 Qt Sauce Pan	4	6	4.50	\$ 108.00	(Material Costs, baking dishes, pans", (2020))
Bowls	20		1.00	\$ 20.00	Dollar Tree
Grater	10		1.00	\$ 10.00	Dollar Tree
Towels, Rags	30			\$ 15.00	Dollar Tree
Paper Plates	25		1.00	\$ 25.00	Dollar Tree
Basic spices/Olive Oil/Flour/Sugar	200		1.00	\$ 201.00	Dollar Tree/FoodMaxx
Sub-total				\$ 625.02	
Tax/Shipping				\$ 74.22	
Total				\$ 699.24	