



# Playing the Beautiful Game

5 Ways to Increase Cross-Vendor Collaboration

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Football is a team sport. It's not about individual brilliance, but how well you work together as a unit. - Pele

# Our Context

440 ELM



- ~\$2M catering company in Los Angeles. 75%+ growth targets next two years (new venue launch)
- Expanded from off-premise catering to operating a venue + renovating another (2 years in on a 23K sq ft building...this is our big bet)
- Emerging focus on finding high quality partners in both on- and off-premise business to create a best-of-breed model
- Owner is a pastry chef. Husband (me) former physician => strategy/ operations consultant => programmer => venue sales



Venue helping us move toward luxury wedding/ event market



# Questions For This Journey

- What vision for the future requires that you find others to complement or upgrade your abilities?
- How much time do you and your team put into learning/ exploring/ meeting others vs. executing?
- How often do you work with new partners?
- What is challenging about working with others?

## **Our Priorities**

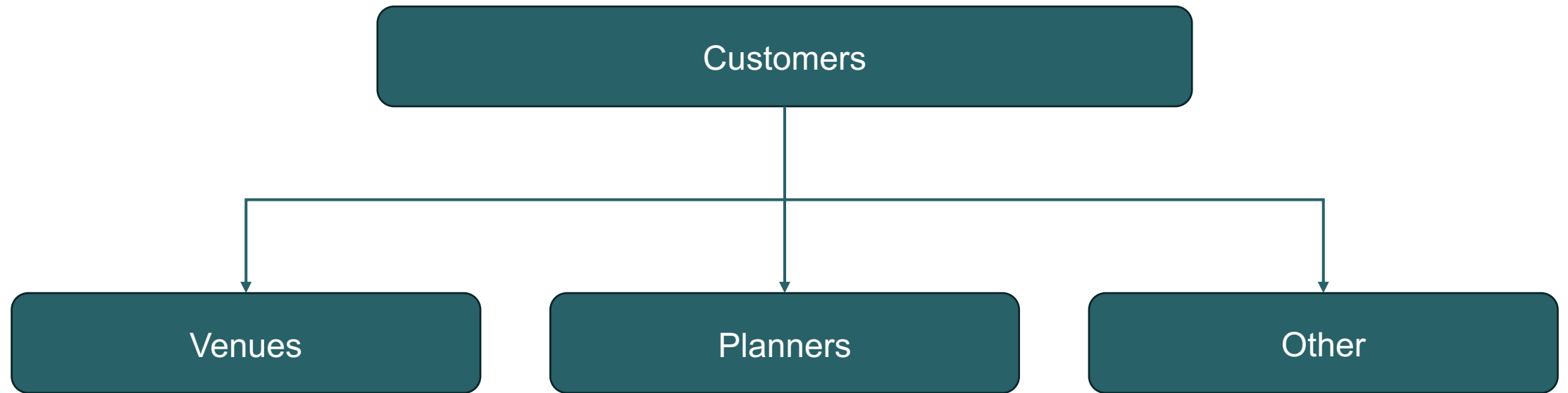
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- Creative Venue
- Move upmarket into luxury
- Substantial focus on projects w/ partners to execute
- At least 1x per month on event/ project
- Shared vision, standards, work style

# 5 Ways to Create Cross-Vendor Collaboration

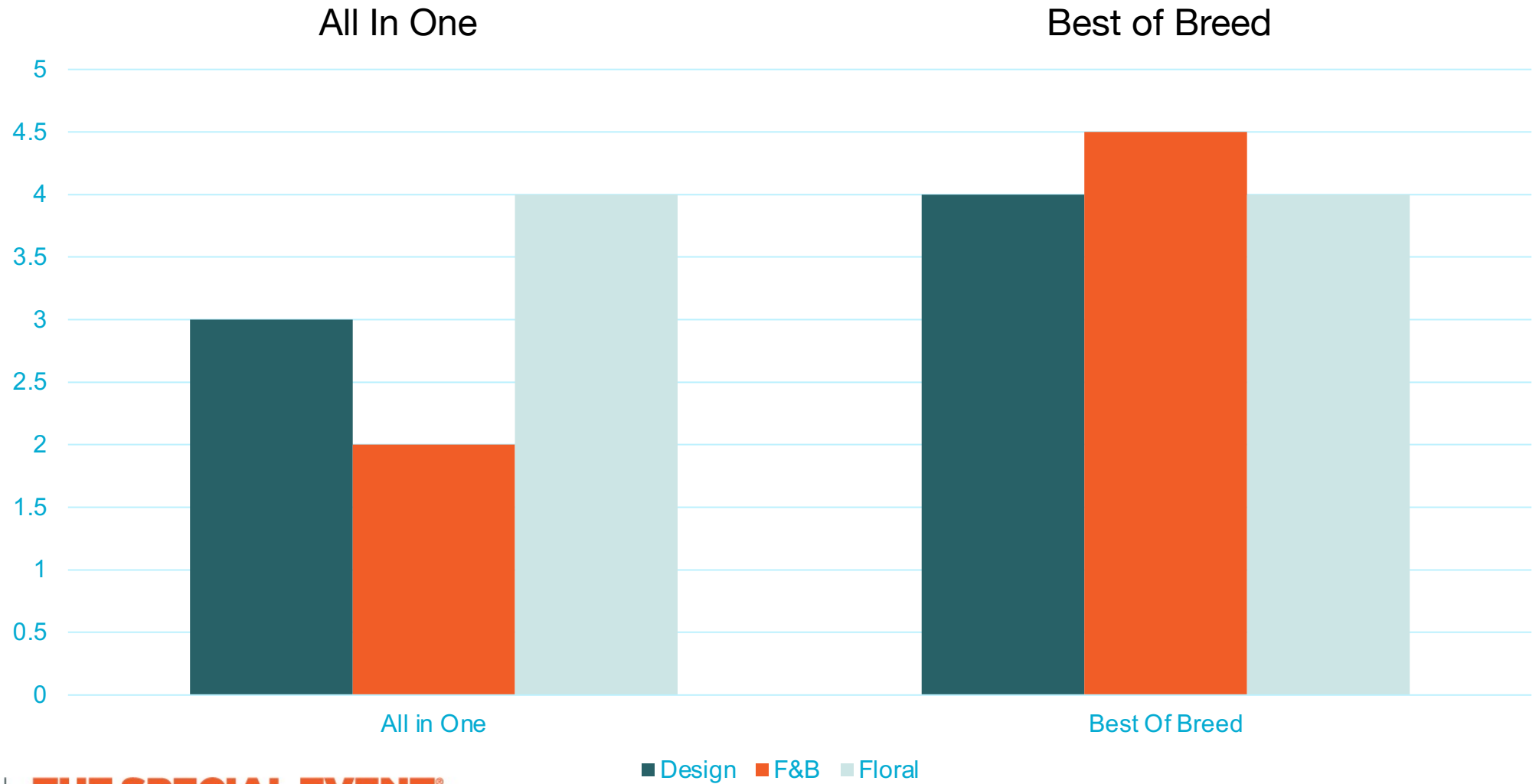
- 1) Focus on entities attractive to your target customer
- 2) Ensure alignment with potential partners
- 3) Utilize shared tools you both will use
- 4) Find simple ways to work together and build trust
- 5) Build relationships that are reciprocal (vs. ...)

# 1 Start with entities attractive to your target customers



- Often a large/ high visibility vendor or community specific to the local market

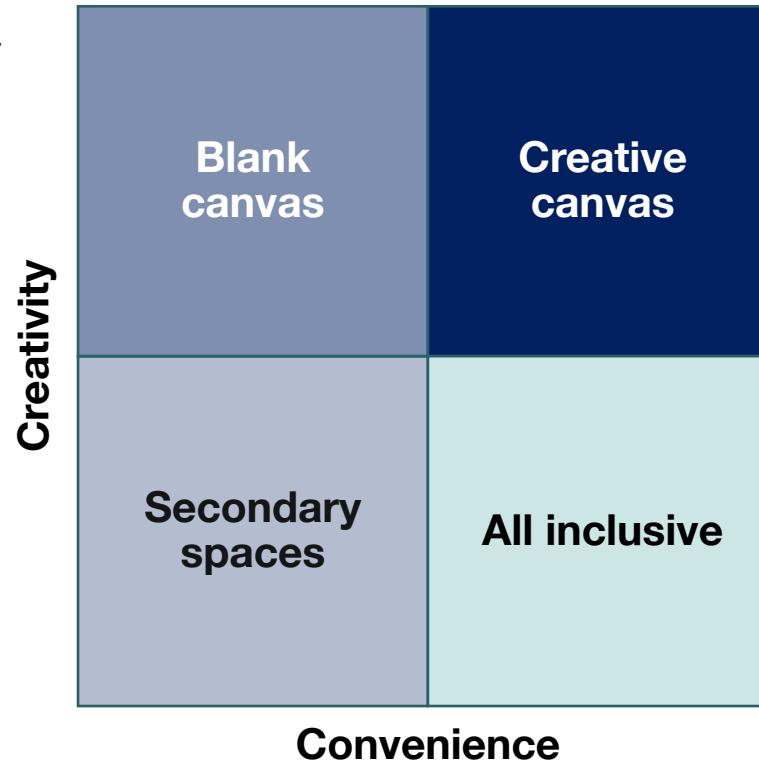
# How do you approach your capability stack?





# Mapping to the Right Venues

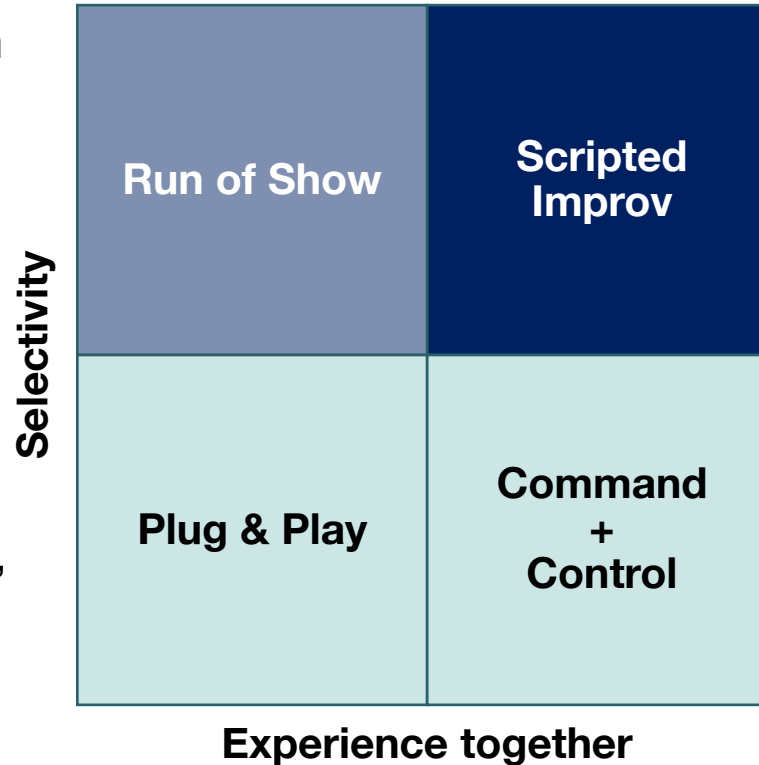
- Varied events with limited facility needs
- Focus on space transformation within budget and logistical limitations
- Facility scheduling/ access limitations
- Great spaces have competitive lists (can be hard to break into)



- Aspirational / creative infrastructure
- Most varied set of creative needs w/ highest end events
- Events generally within narrow band
- Focus on volume within the concept generally at lower price points. Most vertically integrated

# Mapping to the Right Planners

- Example: Local DMC, Destination
  - Pull from niche experts
  - Brand and credibility important to navigate selection
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- Example: Festival
  - Standardized slots
  - Right mix of customers, payment, and exposure?



- Example: Multi-Event Production
  - Most creative flexibility
  - Often limited to regional/ national players
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- Example: Meeting RFP
  - Client or planner outlines needs and sources vendors
  - Limited opportunity to stand out when answers are dictated within narrow (transactional) parameters



## 2 Ensure alignment with potential partners

- A Shared definition of success
- B Shared standards and approach to work
- C Agreed upon roles, responsibilities, and hand-offs
- D Assigned conductor to focus on emphasis & tempo across teams
- E Where does misalignment put partners at odds/ create resentment?



### 3 Utilize Shared Tools

- A Design Brief/ Mood Board
- B Shared Timeline (Cloud)
- C Designated Chain of Command + Headsets
- D Common Scenario Playbook (Cloud)
- E Practice Walk Through(s)





## 4 Work Together/ Build Trust

- Open House
- Styled Shoot
- Tasting/ Sales Presentation
- Association/ Group Events
- Conference
- Shared Projects



Source: Moxhull Hall



## 5 Setting up reciprocal relationships

Are you giving back as you get?

- Commission based models (beware of structure)
- Marketing support/ shared referrals or client cultivation
- Participation in styled shoots, open houses, nonprofit support
- Respecting leads referred in (don't undercut or cross-shop)
- Mentoring/ teaching/ building partner capabilities
- Building product/ service lines to fill important gaps





# Let's Talk About Some Examples

- 1) Co-Selling
- 2) Styled Shoots
- 3) Open Houses
- 4) Showcase Events (i.e., group tasting, holiday party)
- 5) Community Building Events (i.e., talks, panels, networking, dinners)
- 6) Others?

# Questions/ Ideas?



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