## **AP360**

## **Empowering Good Businesses**

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Here's a handy Quick Action Checklist designed just for vegan food vendors. It covers the must-dos: from pinpointing your ideal customers and promoting clear specials, to tracking sales, building local catering partnerships, and tightening up your costs.

Identify 2-3 key customer groups
Focus on 1-2 effective marketing channels
Use surveys or polls for customer insights
Create clear weekly specials or catering packages
Promote offers on social media and in-store
Set up simple phone or online ordering
Track sales and marketing campaign results
List 5 local businesses or groups to approach for catering
Prepare simple catering packages and pricing
Contact and follow up with local partners regularly
Monitor inventory waste weekly
Review staffing schedules monthly
Investigate energy-saving options

## Simple Local Catering Calendar Sample

Date	Event/Target	Action
First Monday Each Month	Meat-Free Monday	Promote catering specials to gyms & offices via social media & email
1 July	NAIDOC Week (Community Events)	Offer discounts or donate small platters to local events
1 October	World Vegetarian Day	Launch a special catering offer with local health clubs & cafes
Last Friday Monthly	Local Business Networking Event	Attend and distribute catering flyers
Every Wednesday	Midweek Lunch Special Promotion	Post weekly special on social media targeting office workers

**Need help implementing your strategies?** 

Get in touch via ap360marketing.com — we'd love to support you.

