

Since 2003 is making food as a business. Over the years the Bom Garfo has built a strong and competitive brand. Innovation, creativity and training, are the stakes of the company which is directed to catering and restaurant services.



BRAND VALUES

Bom Garfo's mission is to provide a distinctive product.. Promoting a culture focused on the client, which offers the best quality service and presentation on prepared foods. This plan intendeds to increase the provided meals and promote more the performing of weddings and seminars, considering that this product has market and the company has several experience in the area of production of foods.

MARKET

The catering market is constantly growing. It is well-known in commemorative events organization such as weddings, birthdays, baptisms and other receptions. There is such a concern about passing a good image through the buffet, decoration, invitations, gift gifts, menus and thanksgiving cards. The customers are seeking for more personalized products and suitable to their social status

and financial situation, without having to appeal to imitation. They are seeking for differentiation and originality of the products. It is respecting those principles that Bom Garfo is gradually gaining an important share of the market in which it operates and has in its portfolio a wide range of public and private clients.

The Bom Garfo has about 80 staff members which are professionals, highly qualified, targeted for all kinds of markets, whether government, companies, non-governmental institutions or people. It is dedicated to providing various services, holding parties and receptions, organization and catering for seminars, workshops, weddings, cocktails, birthday parties for adults and children, decor and decorations for children, providing daily meals to companies, catering to buses and other activities in the food sector. And recently, We have embraced the area of

food services by opening on July 17, 2014 the BomGarfo Gourmet Rodizio Restaurant.

COMMUNICATION

The Bom Garfo always knew the need to have qualified staff, patient and friendly to deal with its customers.

So, it established several partnership relations that were aimed at education and training of its employees in cooking areas, pastry, room service and barbecue, in addition to customer services. It also decided to promote training to guide the new and existing employees on its growth project and the company and activities.

The improvement of these activities were aimed to highlight the Bom Garfo as a reference in relation with the customer, expanding its good services message through mouth to mouth marketing action. And shareholders

have this gambled since the creation of the company as a communication strategy, fully aligned with the brand values.

Over the years the company has adapted other strategies of communication, such as participation in the promotion of cultural and sporting events, putting ads in outdoor magazines, newspapers, radio and television.

PRODUCTS AND FUTURE DEVELOPMENTS

The Bom Garfo started with catering services in 2003, only responding to small snacks requests, cookies and desserts. These products were sold at low cost.

One way to make a stand in such a competitive market. There is no records on the sales performance of the first year, however the Bom Garfo made the difference.

The orders were made and sold sporadically when customers needed. But there was not a team or concentrated efforts in the promotion and sale.

Now, the company has a high sales record, with the attentions all focused on promoting the quality and the good name of Bom Garfo, through employees, cooks, kitchen helpers, modern kitchen equipment and above all, quality in their products and services. For the future there is a continue service of excellence, dominated by the quality and innovation.

UNKNOWN FACTS

Partner on More Jazz Series and BDQ Concerts for the organization and promotion of jazz events, having been distinguished with the More Jazz Series 5 award.



2003

Start of activities of Bom Garfo Event Services.

2012

The Bom Garfo is distinguished with the label Made in Mozambique.

2013

The Bom Garfo promoted the training of its 20 employees in Brazil, in partnership with Carioca Space and Steakhouse Porcão in Rio de Janeiro.

2014

Opening of the Bom Garfo Gourmet Rodizio Restaurant.

2016

The BomGarfo Gourmet Rodizio Restaurant is distinguished for the second time, with the Award for Best Restaurant with Wine knowledge, on the contest Restaurant of The Year of Nederburg.