CATERING SOFTWARE · UAE

CaterIT

Your guests build the menu. Your kitchen gets the sheet.

BUILT IN
CATER INC'S
OWN KITCHEN

Online booking, live prices, quotes, approvals, kitchen sheets and costing in one system.
Running Cater Inc in Dubai every day.

Every order lives in *somebody's head*, on WhatsApp.

THE ENQUIRY

"Enquiries come in at midnight. I answer the next afternoon, and half have booked someone else."

THE QUOTE

"I quote in two hours, then redo it three times. Nobody knows which version the client agreed to."

THE KITCHEN

"The chef hears about the job from a WhatsApp forward. Then the date moves and nobody tells him."

THE MONEY

"I find out a job lost money after the event, if at all. And chasing payment is awkward."

October at Cater Inc.

AED 89,637

booked in October. 14 orders confirmed, average AED 6,400 each.

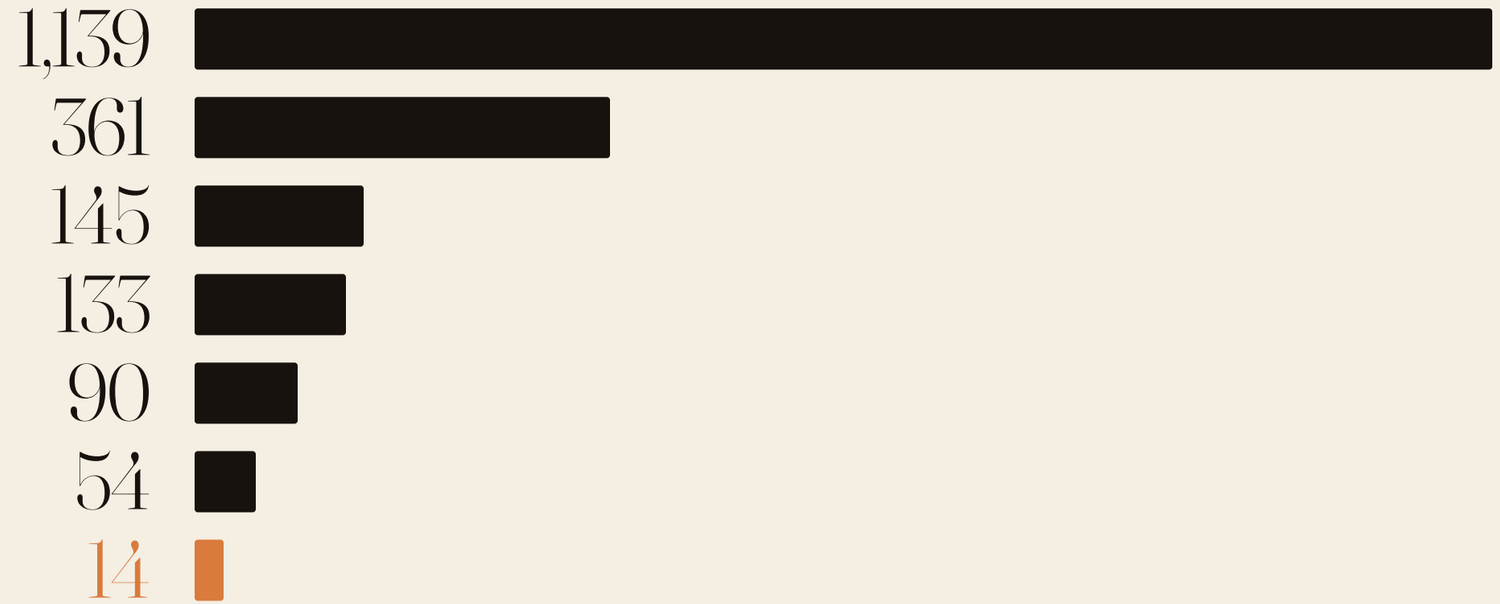
110 — real enquiries in the month, up from 18 in September

82 — menus built and priced by the guest, with nobody from the office involved

AED 0 — spent on advertising

From the live system and Google Analytics, read 1 November 2026. October includes the run-up to Diwali.

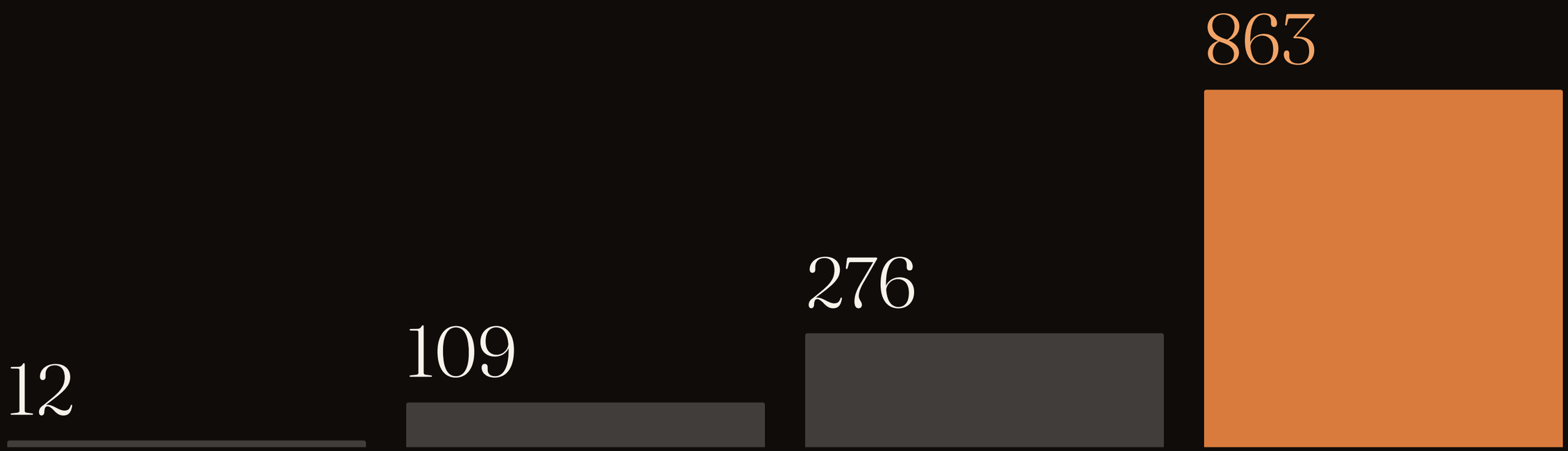
From a visit to a *confirmed order*, with the office asleep.



1,139	**Visits** to the website
361	**Started building a menu** online
145	**Saw a live price** for their own menu
133	**Sent a real enquiry**
90	**Menus priced** by the guest, no human
54	**Quotes sent** by the office
14	**Confirmed in October**, AED 89,637

Live system and Google Analytics. Tests and duplicate enquiries removed.

Enquiries went from *18 to 110* in one month.



Bars are website visits a month (Google Analytics). Enquiries from the live system, tests removed.

Nobody paid for a click.

Google search, free	368
Typed the address or used a saved link	278
ChatGPT and other AI assistants	147
Social, referrals and unknown	61
Paid ads	9

Google Analytics, caterinc.ae, October 2026. Visits, not people.

AED 0

a month on advertising. The growth came from the website, the online menu builder, and the search and AI-search work that is part of CaterIT.

From the guest's phone to the chef's table.

1 · GUESTS

Online booking & menu builder

Guests build their menu on your website and see a live price, with service, delivery and VAT, before they enquire.

2 · OFFICE

Enquiries & clients

Every enquiry, client and event in one place, with history and where each one came from.

3 · OFFICE

Quotes & proposals

A priced quote in minutes, by your own rules. A private link, every version kept.

4 · GUESTS

Approvals & payments

The guest approves online by typing their name. The deposit request goes out by itself.

5 · KITCHEN

Kitchen & event sheets

Function and prep sheets the moment a job is confirmed, updated when anything changes.

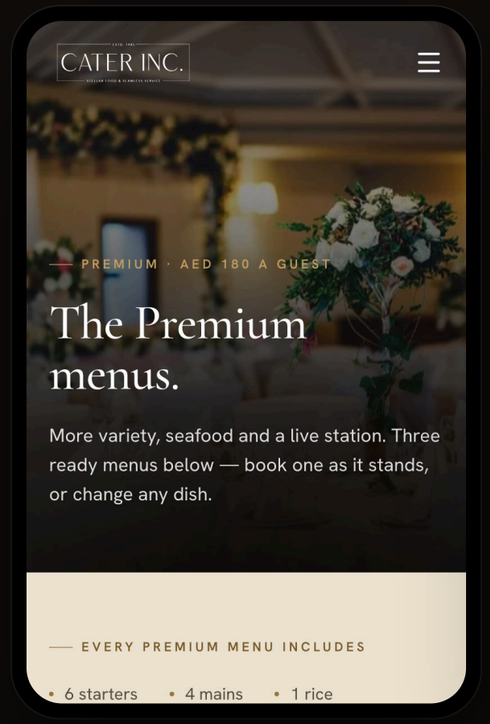
6 · OWNER

Costing & reporting

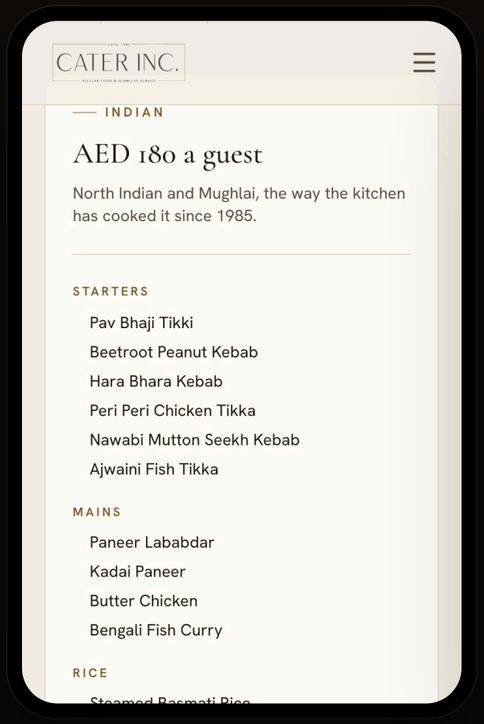
Cost and margin on every event before you cook it. Who still owes you, with the chase email ready.

Add-on: a catering website that gets found on Google and in AI search. Page 11.

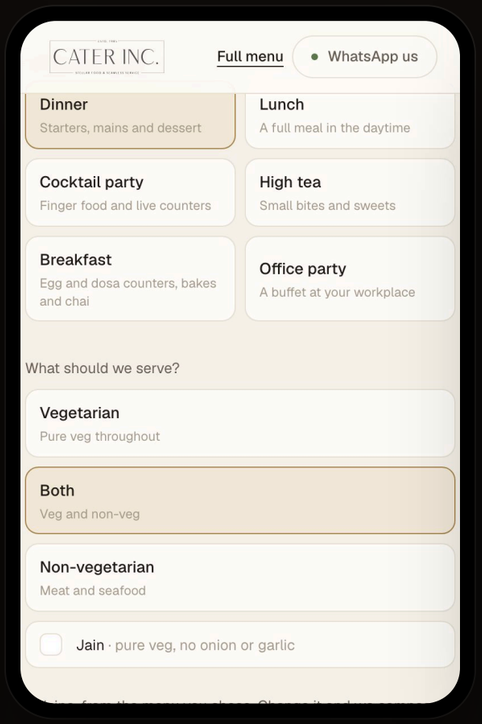
The guest does the work. *Happily.*



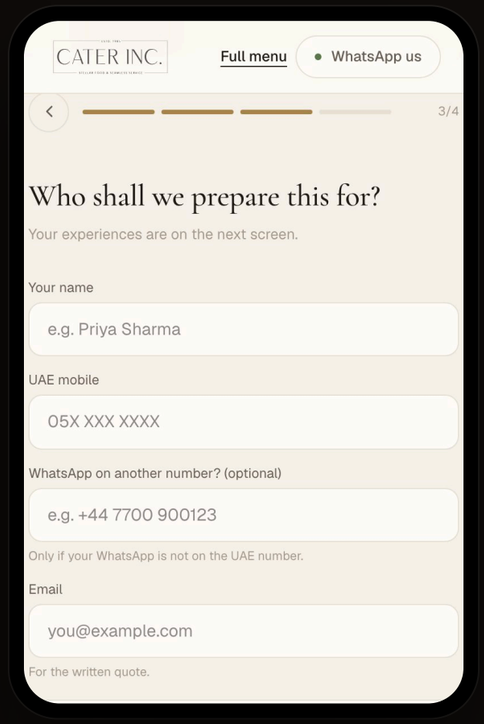
Pick a set menu
or build one dish by dish



See the price
per guest, live, as they change dishes



One question at a time
guests, date, place, diet



Send the enquiry
the office gets a priced menu

Screens from caterinc.ae, October 2026.

Enquiry to deposit in *under two hours.*

3

things the office did: sent two quotes and recorded one payment. Everything else happened by itself. A 20-guest dinner, booked for the next day.

21:52	Guest builds a menu for 20 guests online	Guest
21:57	Enquiry created, team told	Automatic
22:01	Quote sent with a private link	Office
22:44	Revised quote: seven dishes changed, price worked out again	Office
22:56	Guest approves the quote online	Guest
22:57	Deposit request sent	Automatic
23:00	Function and prep sheets to the kitchen; confirmation and invitation to the guest	Automatic
23:38	50% deposit received and recorded	Office

Times from the live system. Guest's name withheld.

The office stops retyping. The kitchen stops guessing.

ENQUIRIES & CLIENTS

— Every enquiry with menu, guests, date, venue and where it came from
— Client history and repeat bookings
— Email replies matched to the right enquiry

QUOTES & PROPOSALS

— Price rules: packages, per head, live counters, canapés, staff, transport, VAT
— A floor price nobody can quote below
— Branded PDF with a private link; every version kept

APPROVALS & PAYMENTS

— Online approval by typed name
— Guest change requests
— Deposit request sent by itself; payments and receipts per event
— Card payments: coming soon

KITCHEN & EVENT SHEETS

— Function and prep sheets made by the system
— Updated when the date, venue or menu changes
— Calendar with daily limits so a date cannot be overbooked

COSTING & REPORTING

— Ingredient costs from supplier invoices
— Food cost per event, before and after
— Who owes you, with the chase email ready
— Owner view; staff see no money

BUILT FOR THE UAE

— AED, 5% VAT, emirates and delivery areas
— WhatsApp numbers by city
— Set up for you, your menu imported

A website that *brings the enquiries* the system then handles.

- Pages for each occasion, cuisine and area you serve
- Menu prices pulled live from your booking system
- Found in ChatGPT, Perplexity and Google's AI answers
- Automatic Google review requests after every event
- A one-page report every month

AED 2,500

Keep it working

Website kept current, monthly search and AI-search work, one-page report.

AED 5,000

Grow

Everything above, plus a new occasion or area page every month and automatic review requests.

AED 10,000

Scale

Everything above, plus ads run for you. Ad money billed separately.

Website build AED 15,000 one-off. Monthly prices exclude VAT. At Cater Inc: 3 to 368 free Google visits a month, 0 to 147 from AI assistants, July to October.

Charged like software. *Set up like a service.*

PLAN

Booking & Sales

Parts 1 to 4: online booking, enquiries, quotes, approvals and payments.

AED 1,490

a month · AED 7,500 setup

MOST CATERERS

Full Operations

Parts 1 to 6: everything, including kitchen sheets, costing and reporting.

AED 2,490

a month · AED 12,500 setup

ADD-ON

Website & marketing

A catering website that gets found, then monthly marketing at three levels.

AED 15,000

website build · then AED 2,500, 5,000 or 10,000 a month

GROUPS

Custom build

Your own system, built around your business, the way Cater Inc's was.

AED 75,000

and up, one-off · then from AED 7,500 a month

Setup included: your menu imported, price rules set, your own web address connected, your team trained.

Live in about two weeks. You keep your clients; they book through your own website.

Launch offer: 30% off the monthly fee in year one for the first five customers.

Prices exclude VAT. Set 1 November 2026.

Overseas tools, priced in dollars, *set up by you.*

WHO	A MONTH, AED	WHAT YOU GET
Puree (UK)	220 to 730	Quotes capped at 10 to 250 a month. No UAE setup.
Caterease (US)	365 to 730	Plus AED 103 a user, and AED 734 a user to start.
CaterZen (US)	657 to 840	Built for US drop-off catering.
Apron Desk (US)	1,560	Office software you set up yourself. No online booking for guests.
Search agency, Dubai	1,500 to 3,500	Plus AED 2,000 to 12,000 to start. Marketing only.
CaterIT	1,490 to 2,490	Guests book and price their own menu online. AED, VAT and emirates built in. Set up for you. Running a Dubai caterer today.

Checked 19 October 2026 at 3.67 dirhams to the dollar. VAT not included.

Three steps. Then it *runs.*

1

A 20-minute call

We look at your menu, packages and how you quote today, and agree what you need and what it costs.

2

We set it up

Your menu and price rules go in. Your web address is connected. Your team is shown how it works.

3

Go live

Share your booking link. Quotes, approvals and kitchen sheets run from the first day.

LET'S TALK

CaterIT

Your guests build the menu. Your kitchen gets the sheet.

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