

Modern **BAKESHOP CAFÉ**



Business Plan

Table of Contents

- 01 Executive Summary
- 02 Company Statements
- 03 Market Characteristics
- 04 Sales and Marketing Strategies
- 05 Target Market Segments
- 06 Demographic Targets Marketing Plan
- 07 Product Promotional Strategy
- 08 SWOT Analysis
- 09 Business Establishment Cost
- 10 First Year Financial Projection
- 11 Five-Year Cashflow Projections
- 12 Financial Metrics
- 13 High Level Execution Plan
- 14 Bakeshop Supply Chain
- 15 Employee Welfare Initiatives



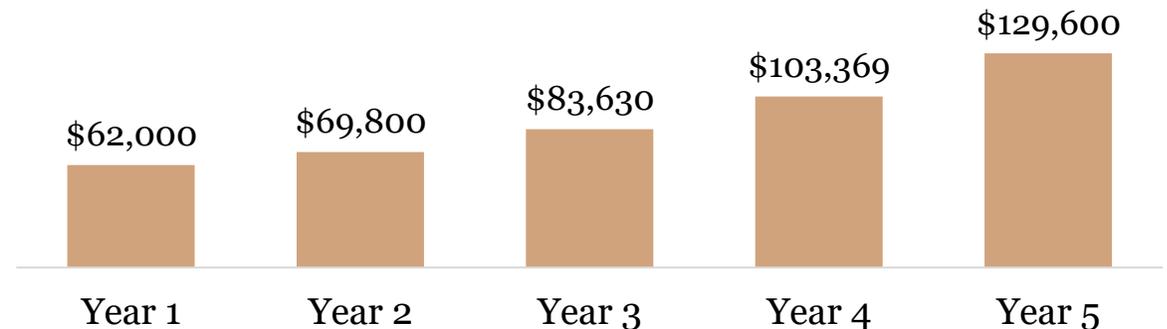
Executive Summary



Value Propositions

- Ideal Space for Work and Relaxation
 - Our space blends modern design with understated luxury
- Modern Bakery Café Experience
 - We offer freshly baked bread, pastries, and desserts alongside premium coffee and juices in a relaxed atmosphere
- Convenient Location
 - Located in a business district, were easily accessible for breakfast, meetings or catching up with friends after office hours

Projected Profits





Our Mission

To create a welcoming bakery café experience, providing our customers with quality products and a comfortable space for work and relaxation.



Our Vision

To be the preferred bakery café in our district, known for our commitment to artisanal quality, where every visit leaves a lasting impression.

COMPANY STATEMENTS

Our Values



Quality

We uphold the highest standards in the ingredients and preparation of our baked goods and beverages



Innovation

We continuously innovate our menu and services to exceed expectations and stay ahead in a dynamic market.



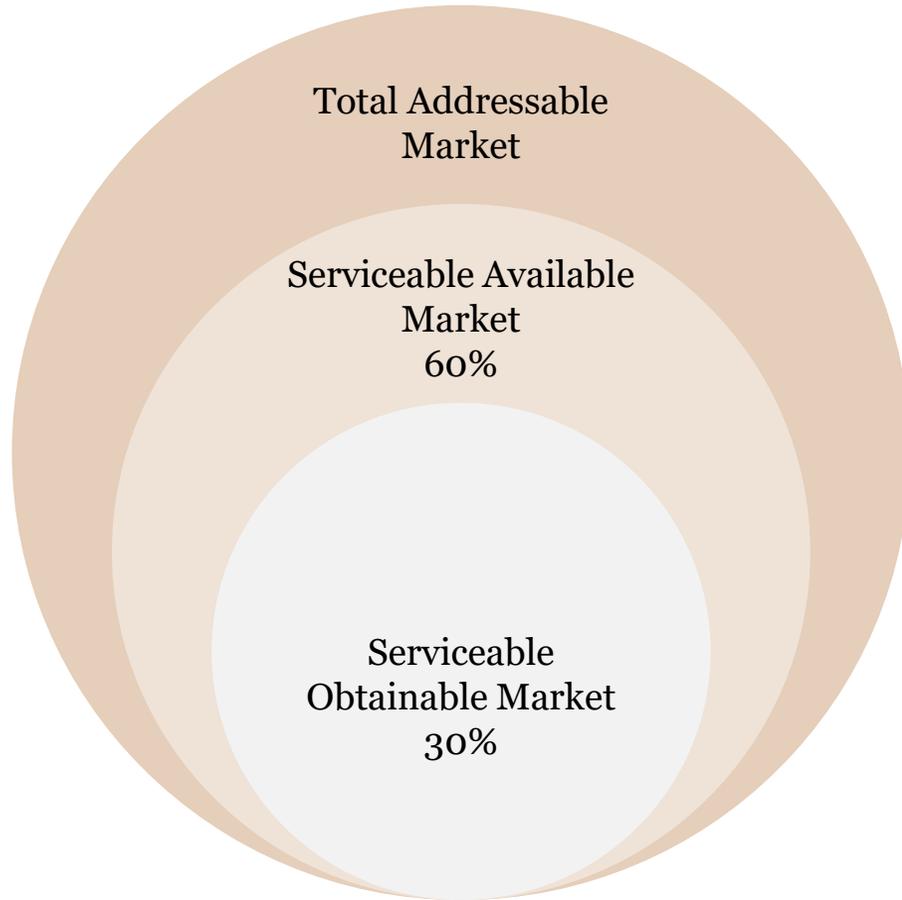
Community

We contribute positively to our community by providing a space for connection and fostering local partnerships.



Fresh Bites, Modern Delights

Market Characteristics



Market Size



Within a five (5) km radius, there are three other bakeries serving a community of 100,000.

Target Customers



Locals with a penchant for quality and fresh artisanal goods, and businesses or event hosts seeking specialized catering options.

Competitor Analysis

Competitors

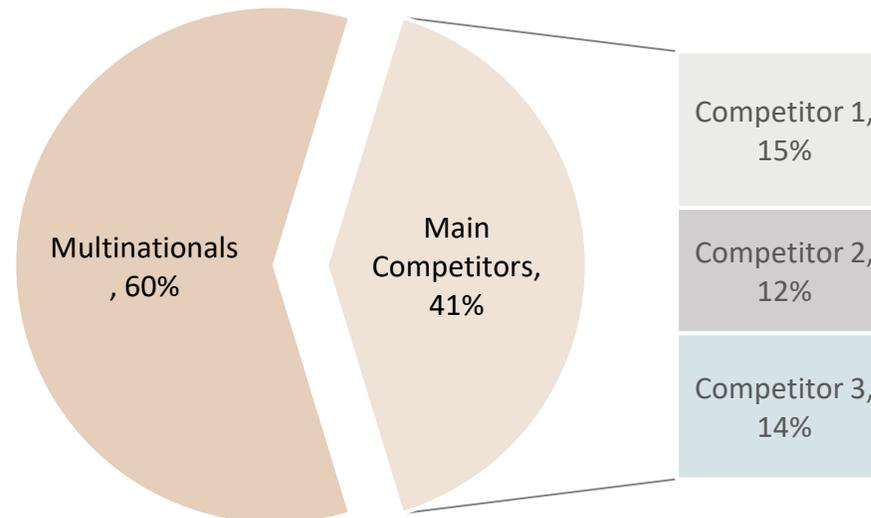
Large Multinationals

Paul; Shakespeare; Goldilocks; Au Bon Pain; Laduree

Main Competitors

Other Artisan Bakery Shops Located within 5kms radius

Market Share



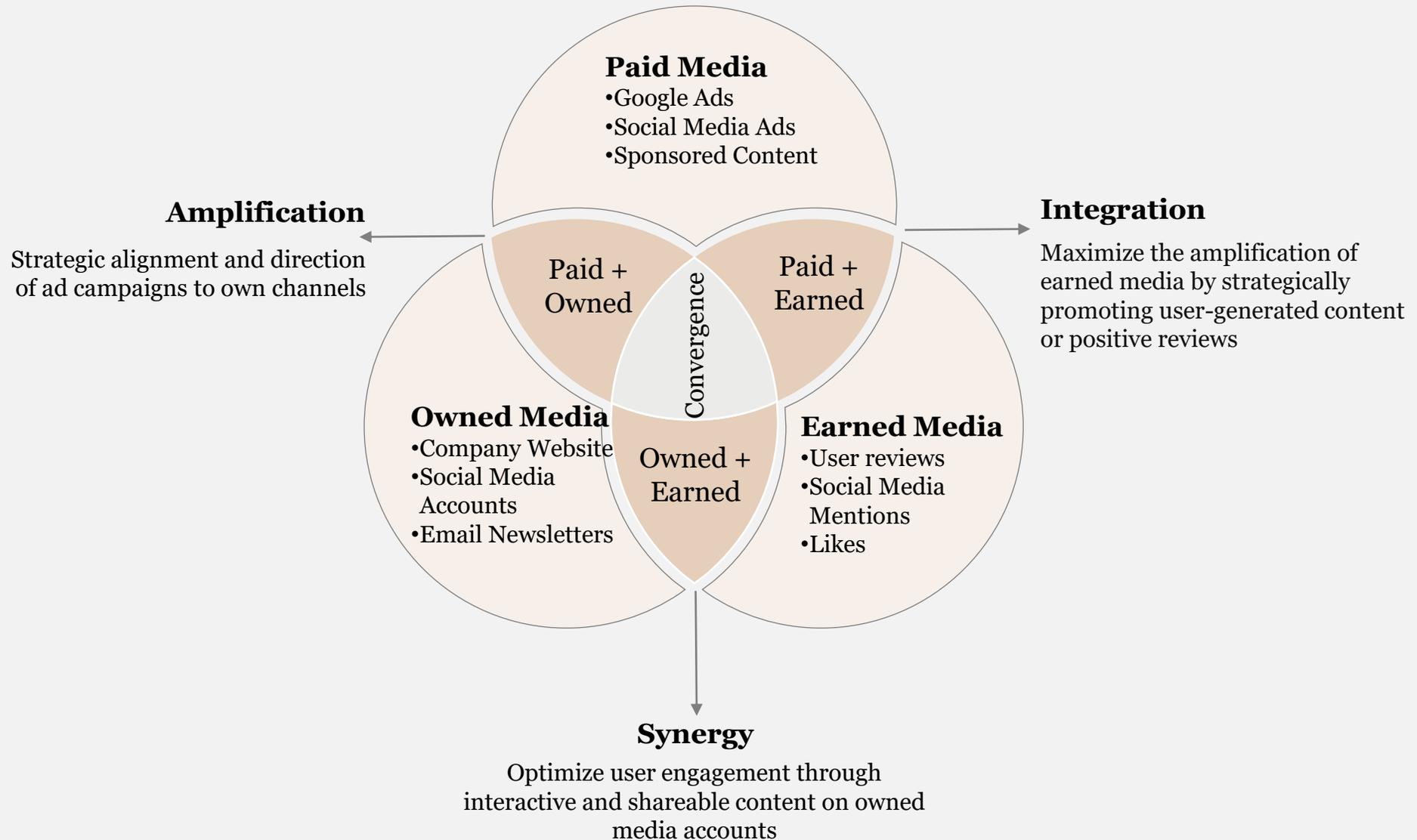
Sales and Marketing Strategies



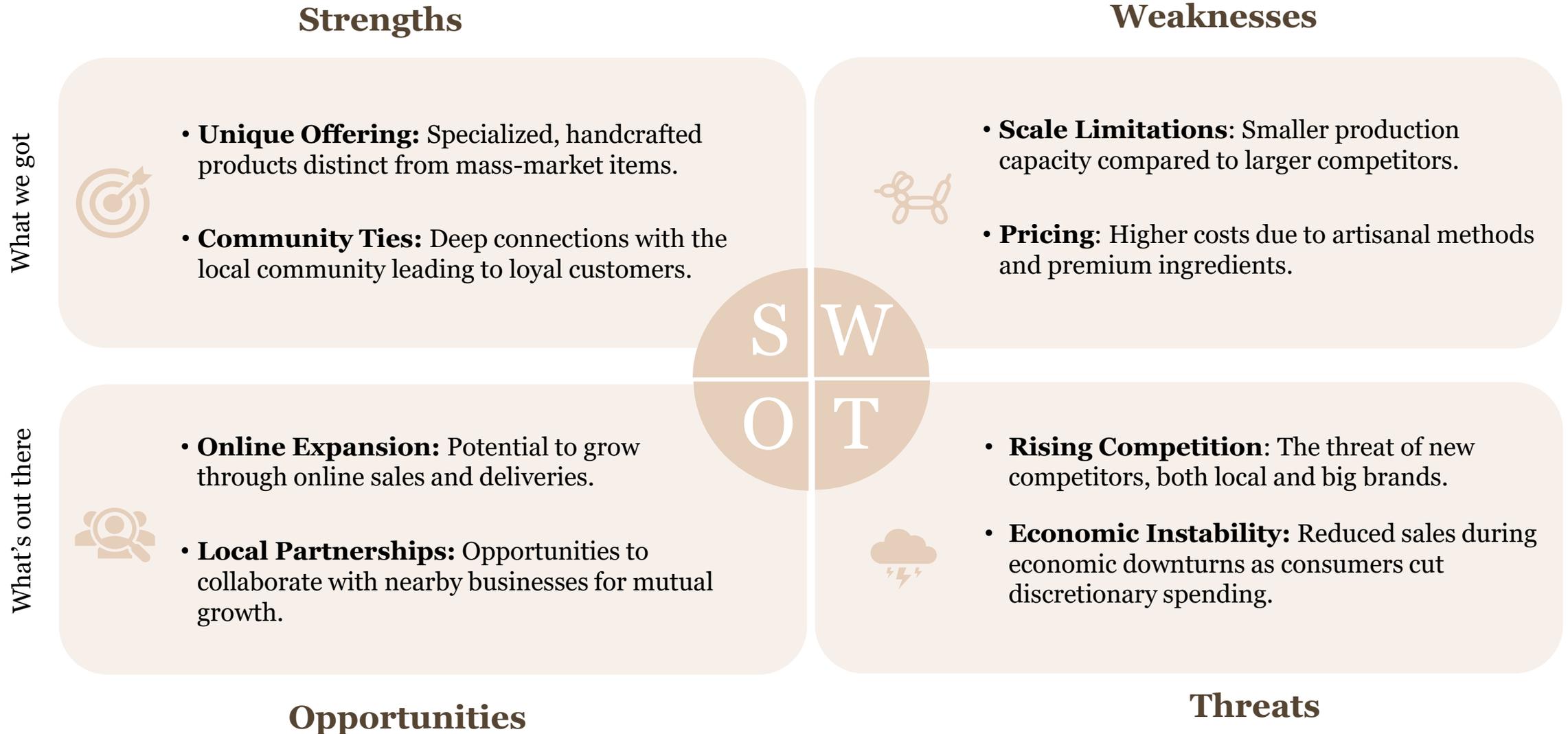
Demographic Targets Marketing Plan

Market Segments	Age		\$	
	Strategies by Age Group		Strategies by Income Level	
	Millennials & Gen Z	Gen X & Baby Boomers	High Income	Mid-Low Income
 <p>Products</p>	<ul style="list-style-type: none"> • Social media shareable • Innovative & trendy flavors. • Health-conscious options 	<ul style="list-style-type: none"> • Traditional/classic favorites • Comfort foods • Discounts or loyalty program 	<ul style="list-style-type: none"> • Premium artisanal bread • Luxury packaging for gift options 	<ul style="list-style-type: none"> • Wide range of affordable products • Value packs or combo deals
 <p>In-Store Experience</p>	<ul style="list-style-type: none"> • Quick & convenient service. • Takeaways & affordable packaging options. 	<ul style="list-style-type: none"> • Cozy environment • Offer comfortable seating and reading materials 	<ul style="list-style-type: none"> • Upscale ambiance • Personalized services such as custom orders 	<ul style="list-style-type: none"> • Classic casual and welcoming atmosphere • Family special discounts
 <p>Marketing</p>	<ul style="list-style-type: none"> • Emphasize value for money. • Utilize social media advertising channels. 	<ul style="list-style-type: none"> • Highlight recipe's heritage or history. • Community sponsorships 	<ul style="list-style-type: none"> • Lifestyle influencers collabs • Loyalty programs or exclusive memberships 	<ul style="list-style-type: none"> • Emphasize quality and affordability • Daily special promotions

Product Promotional Strategy

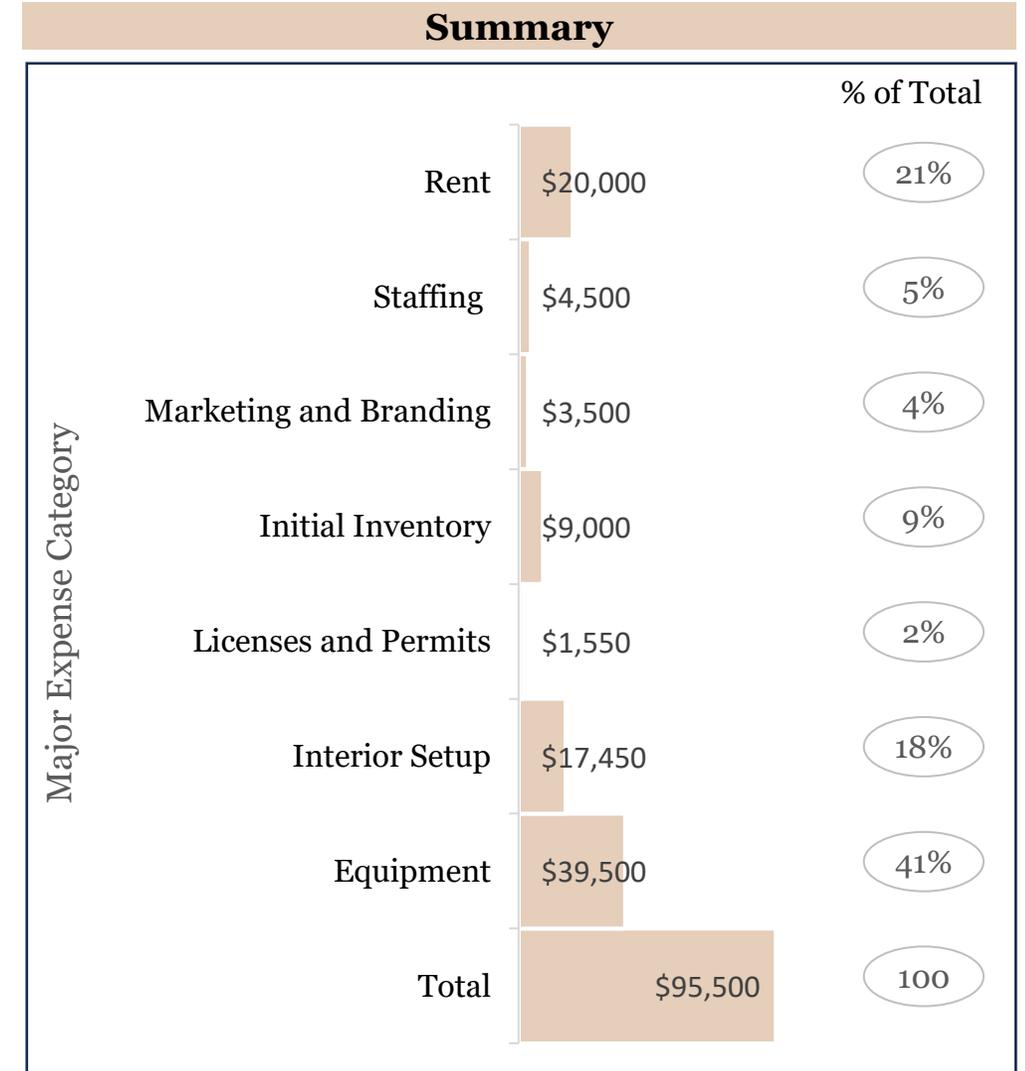


SWOT Analysis



Business Establishment Cost

Expense Category	Cost
Total Startup Cost	\$95,000
Equipment	\$38,000
Commercial Oven	\$10,000
Mixers	\$3,500
Refrigeration Units	\$10,000
Display Cases	\$6,000
Utensils and Small Equipment	\$7,500
Cash Register / POS System	\$2,500
Setup Costs	\$17,450
Tables, Chairs, & other Furniture and Fixtures	\$16,450
Signage and Branding	\$1,000
Licenses and Permits	\$1,550
Initial Inventory	\$9,000
Supplies (Flour, Sugar, etc.)	\$6,500
Consumables and Packaging Materials	\$2,500
Marketing and Branding	\$3,500
Website Development	\$1,750
Initial Marketing Campaign	\$1,750
Staffing	\$4,500
Rent	\$20,000

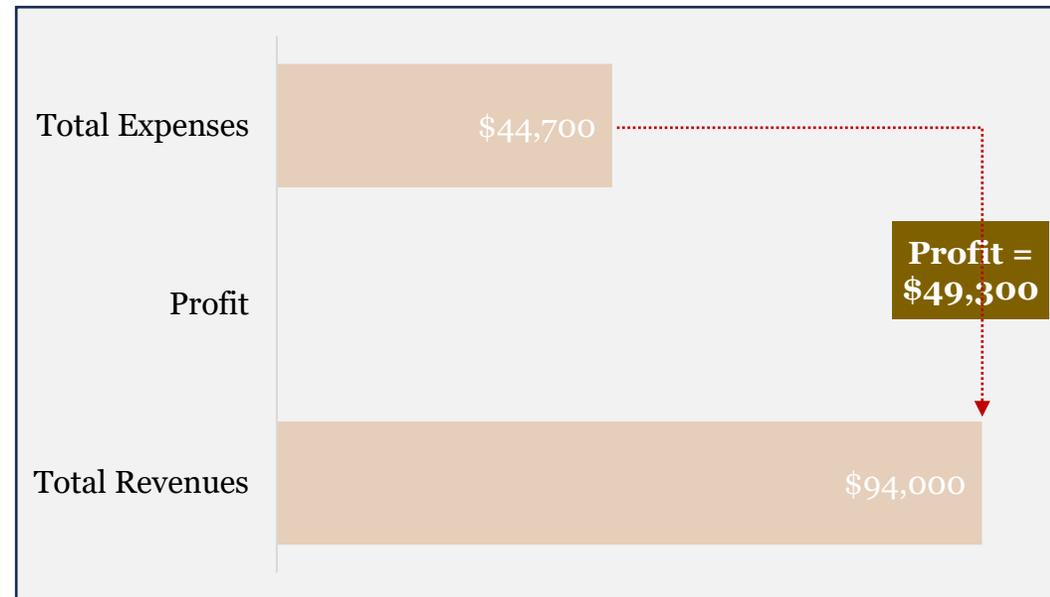


First Year Financial Projection

Expense Breakdown	Amount
Cost of Goods Sold (COGS)	
Ingredients and Packaging	\$25,000
Labor	\$7,000
Total COGS	\$32,000
Operating Expenses	
Rent	\$20,000
Utilities	\$3,000
Equipment Purchase/Lease	\$2,000
Marketing and Branding	\$3,000
Licenses, Permits & Insurances	\$1,550
Staffing	\$3,500
Total Operating Expenses	\$32,050
Total Expenses	\$44,700

Earnings before taxes and depreciation

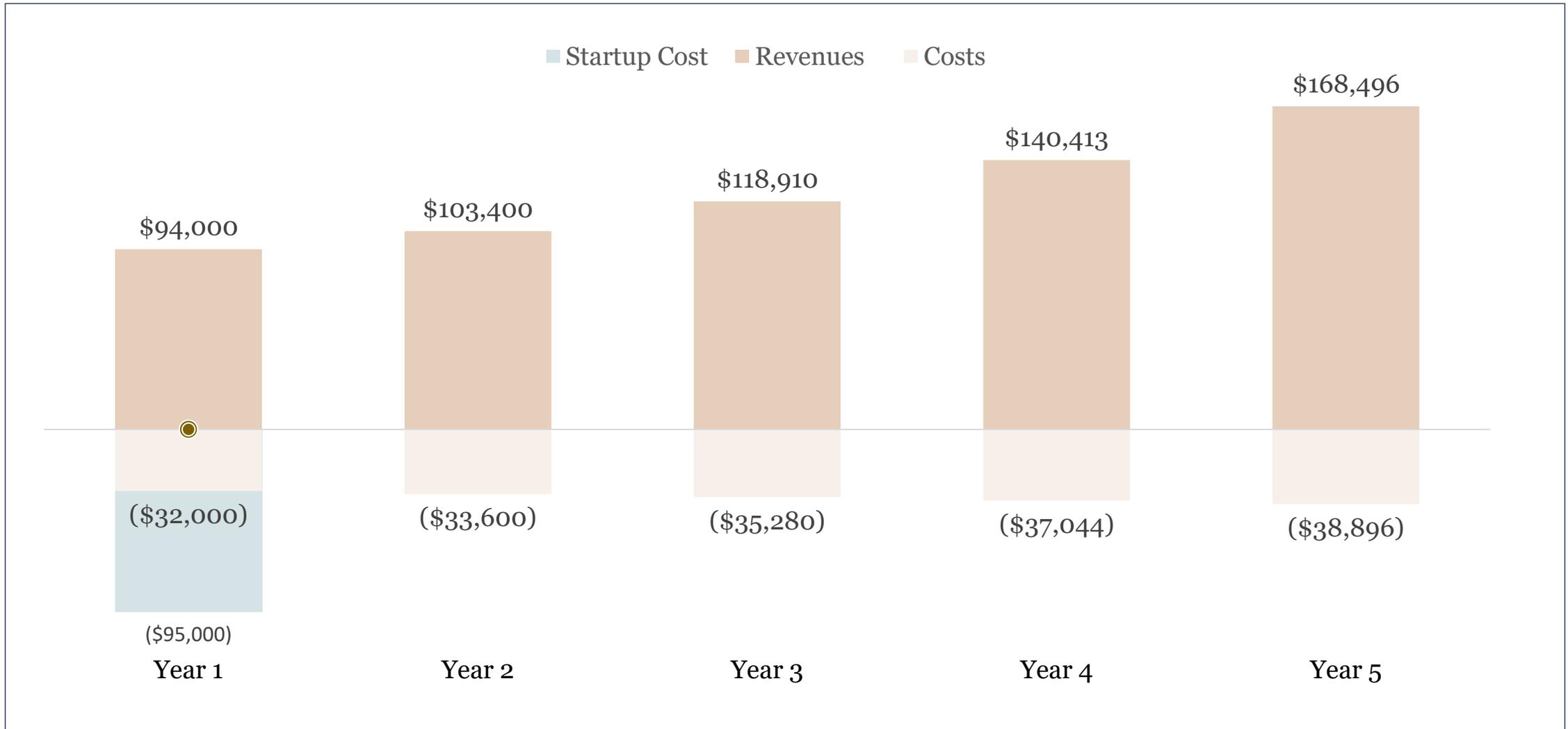
Product Type	Revenue
Cakes	\$25,000
Pastries	\$15,000
Breads	\$10,000
Coffee/Tea	\$20,000
Others	\$24,000
Total	\$94,000



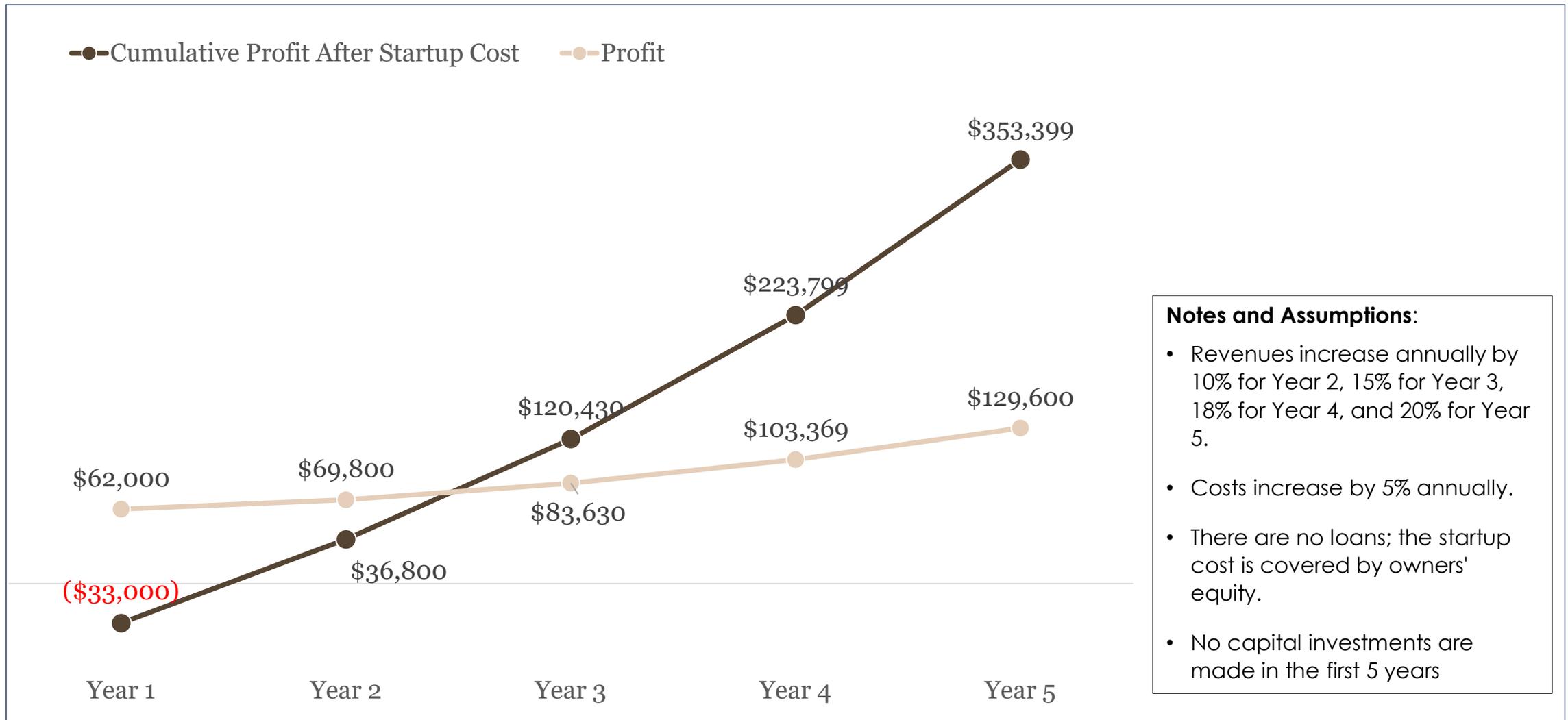
*Happiness is the smell of freshly
baked bread*



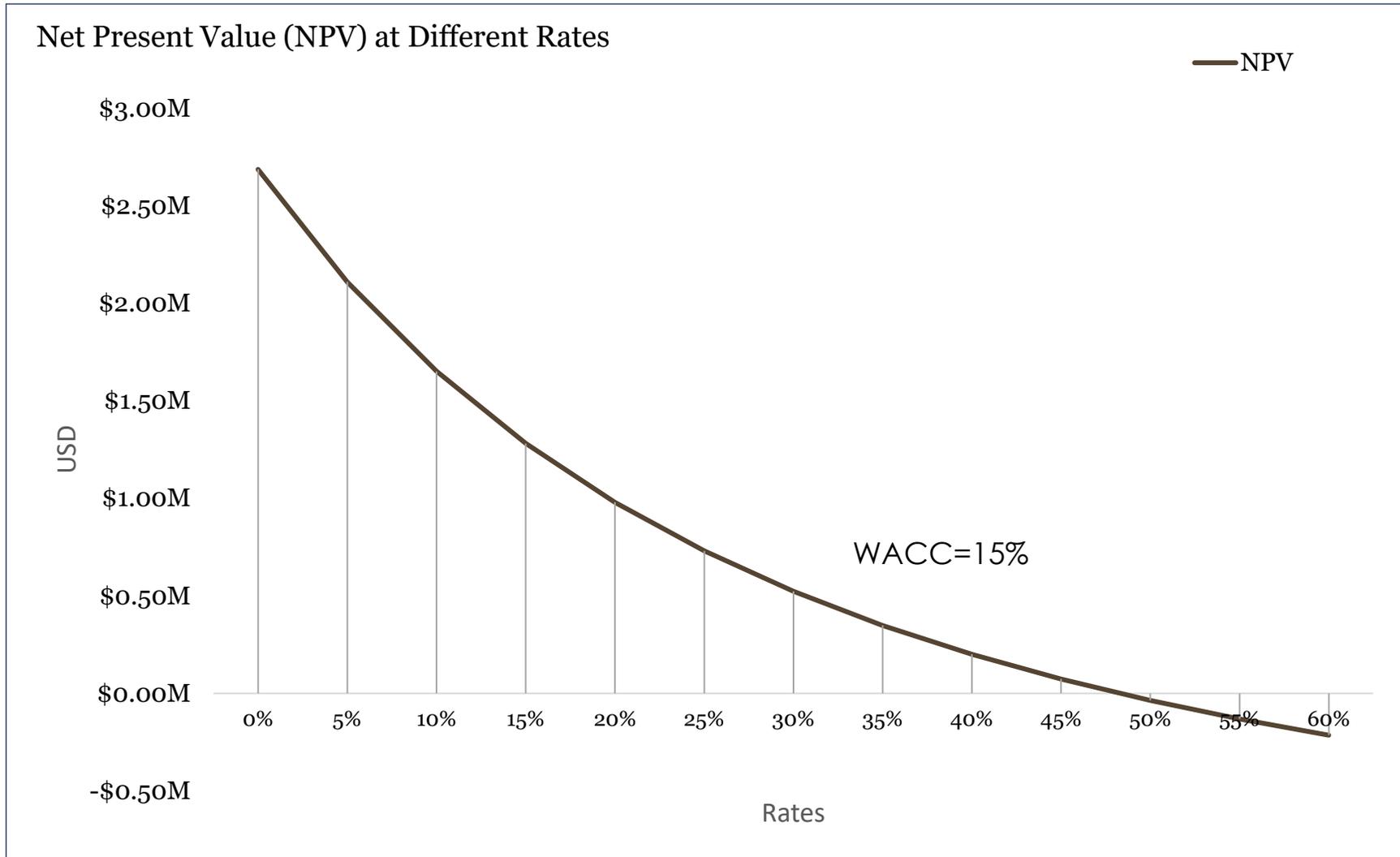
Five-Year Revenue and Cost Projections



Five-Year Cashflow Projections



Financial Metrics



+117%
Internal Rate of Return (IRR)

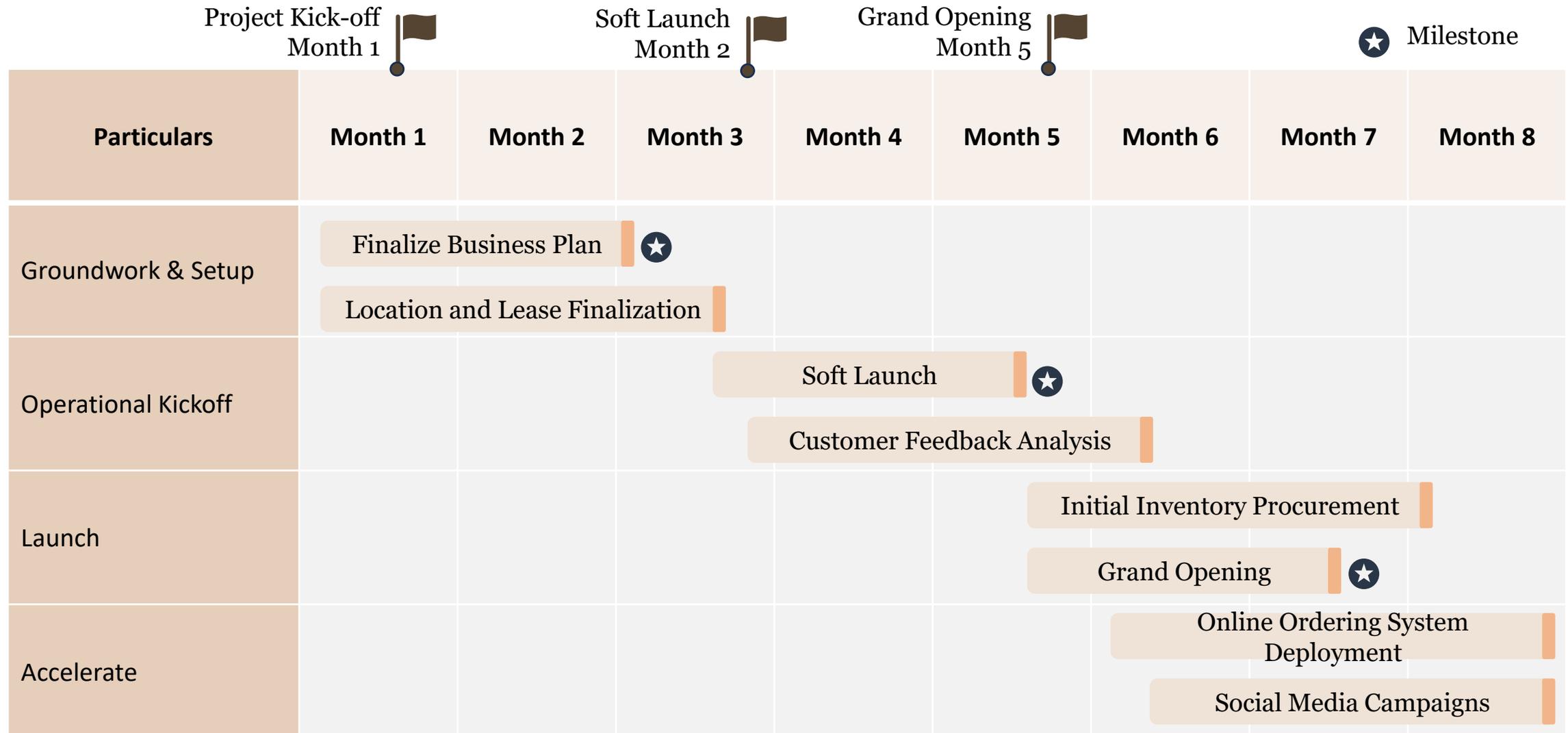


+307k
Net Present Value (NPV)



1 Year
Payback Period for Startup Cost

High Level Execution Plan



Initiatives to Promote Employee Welfare

1

Comprehensive health and wellness programs to support employee physical and mental well-being.

2

Optimized schedule arrangements to help employees balance work and personal life

3

Opportunities for career growth and skill development through training and workshops.

4

Implement employee recognition programs to acknowledge and reward outstanding performance.



Modern

BAKESHOP CAFÉ

Business Plan



DISCLAIMER

This template and the information it contains are provided solely for reference and illustrative purposes. We do not make any representations or warranties, whether express or implied, regarding their completeness, accuracy, reliability, suitability, or availability. Therefore, any reliance you place on this information is entirely at your own risk.