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Business Plan for “Breadelicious” Bakery

Name

Institution



“BREADELICIOUS” BAKED GOODS,

7250 Northfield Rd ,Walton Hills, OH

(440) -123-4567



Owner's Name Last Name

Student's Name Last Name

Executive Summary

Breadelicious bakery is a small, “cozy” business with smart design and qualified products situated on 7250 Northfield Rd, Walton Hills, Ohio, Cleveland. The company is a small-scale producer of flavorful bread, cinnamon buns, sweet rolls and other top quality baked products that are the loved both by children and adults. The company is truly committed to its customers and takes full responsibility for the quality and freshness of its baked goods. In its everyday work, the Breadelicious team sticks to the company's motto: “Fresh and delicious bread to everyone.” The bakery is the one in the area to offer special baking courses to its customers, where they can learn and bake themselves. In addition, customers have the

possibility to purchase individually customized bread. Among the specialties found in the bakery's assortment, there are products for people on a diet or suffering from allergies. Breadelicious also provides a special sale system for loyal customers who will bring friends to the bakery. Every six months, a charity meeting is being held, where everyone is welcome to come and bake delicious fresh baguettes with professional staff of Breadelicious. The owner of the business is a young, ambitious person, ready to make interesting experiments with production and having a fresh look on the company's development objectives. Required financing to implement all the goals and supply the bakery with equipment and professional staff is 60 000 \$. Breadelicious will offer a unique possibility to purchase and even make perfect bread for everyone, with the pleasant sale system and nice stuff.

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PART 1. Business Description, Vision, and Mission

Legal Name

The business venture to be opened is a bakery producing sweet rolls, flavorful bread, cinnamon buns, and other tasty baked products being the favorites of children and adults. The company is a small, “cozy” business with a smart design, top quality products and professional stuff is the company name is “Breadelicious”, formed by stemming noun bread and an adverb delicious to emphasize the taste of the products offered.

Description of Business

It is a small-scale bakery that produces fresh, tasty bread and provides a number of special additional catchy offers for people to come there again and again for exceptional taste and unique services.

Form of Business Ownership

The form chosen for this venture is a sole proprietorship. Being the admirers of small businesses, the company owners prefer to rely on their personal abilities and creativity in running a bakery. In a sole proprietorship, the business owners are aware of what their abilities are, and what work they can handle, thus reducing problems with deadlines or inability to perform a task. Sole proprietorship is good for a small business. It is flexible, and the owner/s run the finances without the need to coordinate it with the stakeholders.

Location of Business

The location chosen is Cleveland. The perfect location for Breadelicious is close to the city center, however, situated in the living area (near the houses). This is aimed at attracting customers passing by when they come back from work and, feeling the smell of a freshly baked food, decide to come in. Breadelicious is cozy and comfortable so it will attract people with aesthetic taste, mostly adults. However, young generation, although being concentrated on fast-food, will find a number of attractive sweet products to enjoy. Since the bakery will be situated in the living area, people will have an easy access to the Breadelicious fresh products. This location is advantageous in that it offers clients the possibility to buy just-baked bread to the dinner without the need to go the supermarket to get it. As the production ranges from salty, spicy bread to sweet cinnamon buns, it will be attractive to different categories of customers.

Vision and Mission Statement

Breadelicious will produce fresh baked products for people of all ages, with a wide variety of products. Therefore, children will be happy to have a bun in the form of a rabbit and an adult will enjoy crisp, spicy bread with sour cream sauce. Today's customer has no time to bake homemade bread, so Breadelicious will give customers the opportunity to taste delicious homemade bread. The company's mission is to sell exceptional tasty and fresh breadstuffs made from natural and top-quality ingredients. Quality and freshness are the foundations of Breadelicious business. Moreover, people will be able to order a the special type of bread made by their own receipts. Bakery Breadelicious will also provide special courses to teach children and adults how to bake breadstuffs.

PART 2. Competitive Market Analysis

Market Analysis

ASSESSMENT OF THE COMPETITION

Three bakeries that are strong competitors for Breadelicious are: MsCotti Inc, Busy Bakers Bakery Co, and Giganti's. MsCotti's strength is their famous biscottis, which are soft and delicious and, being on the market for a long time, are beloved by many people. The weakness of MsCotti Inc is that they specialize majorly on sweet bakery, while Breadelicious production will produce different kinds of breadstuffs. Busy Bakers Co specializes on different types of bread and is commonly known for their specialty - rolls. This company has combined different kinds of bakery production, but their prices are higher than in any other bakery. Giganti's bakery specializes on Italian food and has 50 years of service in the market. However, it specializes solely on Italian food. It is difficult to surprise a modern customer with it. Breadelicious market niche will be taken by different bread products that a person may wish. The idea is to create the bread a person wants, perfect bread for everyone, and provide a wide range of production, as well.

COMPANY STRENGTHS

Breadelicious will produce the perfect bread product for every person. If one needs bread with ham and cumin – we will create it. Also, another unique option offered by the company is the courses of bread-making for children and their parents, in order to let children create something with their hands and their parents participate in the process called “Create and Eat.” A special emphasis is put on the delicious taste and freshness of Breadelicious' production. Therefore, the company's strengths are:

talented chef, interesting, innovative concepts, beautiful design and fresh bakery of exceptional taste that anyone can customize. The customers will buy Breadelicious bread because it is natural, interesting and individual.

ANTICIPATED CHALLENGES

There may be some problems with competition because Breadelicious is new and unfamiliar to people. Therefore, at the beginning of its operation, not much income is expected. In addition, baked production is a dangerous item for a business venture as it needs time for preparation, and in case all the bread is not sold, it loses taste and its marketable state. Also, it is a food product, and it needs to correspond to sanitary regulations. Therefore, the work of staff and accordance with sanitary norms must be strictly and permanently controlled and maintained. A license to bake needs to be obtained, as well.

PLANNED RESPONSES

To popularize the Breadelicious in the very beginning of its work, there will be a system of sales and advertising. To avoid the leftover of the bread, the staff will bake bread in a particular time of the day; in the morning and noon day. Special individual orders will be baked immediately. The business will operate on a legal and proper basis so that customers could rely on its production. Any needed controls, verifications, licenses will be passed. It should be noted that it may be hard to compete with bakeries that have a long-term position on the market, but it is absolutely possible.

Industry Profile

INDUSTRY DESCRIPTION

The described business is placed in Bakery sector, fresh bakery category.

Bakery business increases its popularity every year creating different manifestations with the bread so every person can select the bakery for his/her taste. Fresh bakery is in trend, especially if it is comfortable to take home, work, and school. Current outlook for the industry indicates that it is growing, including a wide range of companies producing different sorts of bakery to satisfy every customer's needs. Breadelicious has an idea of fresh bread for everyone in combination with the concept of creating customized bread.

OPPORTUNITIES AND THREATS

Bakery sector has several threats as it depends on the deposits of flour and wheat, salt and sugar, and especially on the quality of the abovementioned products. For some sorts of bread (e.g. Italian) graham flour and special preparation are required. The prices on ingredients are often changing so the owner of the bakery business should be ready to pay more in some situations. In addition, there may be periods of falling of popularity causing the damage to the production and business, in general. Therefore, the company should establish the contracts with local farmers to sell them dry bread to feeding the cattle. Instant sanitary regulations should also be a reason to keep things in the right order. In the case of poisoning by production, the bakery should be ready to cover the damages, or to prove that the production could not be spoiled and a person is wrong in his/her accusations.