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1. **EXECUTIVE SUMMARY**

[NAME OF BAKERY] is a retail bakery situated in [BUSINESS LOCATION] which offers high-quality organic bread. The retail bakery uses organic raw materials and implements less sugar in all its baked goods. It features original and signature baked goods such as the original organic bread, sunflower bread, baguettes, and the fruit and nut bread. By using organic raw materials, it aims to entice health-conscious individuals and every individual of different walks of life who enjoys eating bread with their meals.

[NAME OF COMPANY] is solely owned by [NAME OF BUSINESS OWNER] who is widely known as the most innovative businessman and has over [INSERT NUMBER YEARS] years of experience in the commercial arena.

**Mission Statement**

The company aims to be the leading organic bakery that shall serve its customers with freshly-baked organic bread packed with nutritional value. It also aims to gain loyalty from its customers and gain enough recognition to open up different branches all over North America and possibly worldwide through its dedication and constant innovation.

1. **BUSINESS OPERATIONS**

**Business Description**

The company is an organic retail bakery with its primary business located in [BAKERY BUSINESS ADDRESS]. This bakery business uses organic ingredients and aims to be an environment-friendly business.

The bakery’s business hours start at [OPENING TIME] and closes at [CLOSING TIME] every weekday and operate at [OPENING TIME] to [CLOSING TIME] during weekends.

**Operational Setup**

The organic bakery shall be manned by a manageable amount of accommodating and reliable staff. The bakery business shall also adopt sustainable business measures in compliance and in support of various environmental federal policies.

The labeling package as well as its bags upon orders shall be made from recyclable materials (e.g. brown bag and recycled plastic packaging) and shall implement a clean as you go policy within the business premises.

Storage of raw materials and ingredients shall be kept secure to prevent spoilage. The staff shall also implement a first-in, first-out policy in its storage and rotating system to keep the materials and ingredients in their fresh state.

Each staff member shall be trained for at least three months in order to grasp the business policies and procedures. Staff members shall also be assigned with uniforms and aprons and shall comply with proper dress code during business operations to avoid any sanitation problems and to be in compliance with the Federal Sanitation Code.

**Management Controls**

Success in putting up this retail bakery shall be deemed impossible without trustworthy and reliable personnel. The company plans to hire a manageable amount of staff for an efficient service. The staff includes the manager, production bakers, counter staff, kitchen staff, and security staff.

There shall be one manager who shall oversee the whole bakery operations. The key role of the manager shall be to inventory the ingredients on a set budget, hire and train employees, as well as ensure the smooth operation of the business. The said manager shall also possess accounting abilities.

There shall be three production bakers who will be in charge of baking the organic and nutritious baked goods based on the recipe from the business owner. They shall be formally trained for [TOTAL TRAINING DAYS/WEEKS NEEDED].

About two counter staff shall be initially hired and then two more will be added as the business gains positive leverage. They shall be pleasant at all times and shall interact effectively with the customers.

There shall be two kitchen staff who shall assist the production bakers. They shall be responsible for the preparation of the raw materials and in maintaining the kitchen clean.

Lastly, there shall be two security staff who shall monitor the entrance and departure of the customers, secure the safety of the other staff, and write daily reports.

1. **MARKETING STRATEGY**

**Market Analysis**

Bread and baked goods have always been the staple food for Americans. Whatever season it may be, bread has always been a staple purchase, and, in fact, the bakery industry in North America remains to be on the rise.

Additionally, the most consumable baked goods from the industry are now those freshly produced and of high nutrition content. However, statistics also show that at times, consumption of baked goods becomes a bit repetitive or dull with consumers seeking excitement and variety from their daily baked goods.

Hence, with the competitive landscape that the bakery industry poses, the company gears up to take on the challenge and produce more innovative, organic, and nutritious baked goods.

**Pricing and Marketing Strategies**

The bakery shall sell its goods at varying prices. The introductory goods that will make up the main menu are the following:

|  |  |
| --- | --- |
| **TYPE OF BREAD** | **PRICE** |
| Original organic loaf | USD 0.00 |
| Signature sunflower bread |  |
| Handmade baguettes |  |
| Fruit and nut bread |  |

Other goods may be added as an addition to live up to its goal of giving the customers varying baked goods.

The bakery shall also serve pastries under its “Lessened Sugar Delights Menu” to soothe the sweet cravings of some customers. The baked goods will be made with about 20% less sugar.

|  |
| --- |
| **LESSENED SUGAR DELIGHTS** |
| **PRODUCTS** | **ESTIMATE PRICE** |
| Signature Chocolate Mousse | USD 0.00 |
| Chocolate, Blueberry, and Strawberry Cakes |  |
| Cinnamon Rolls |  |
| Raspberry Strudels |  |
| Original and Flavored Glazed Doughnuts |  |

The bakery will utilize all types of media to market its products. It shall post promotional ads in newspapers and broadcast its products over the radio.

It shall also be utilizing the social media. In addition to its operational promotions, it shall introduce baked goods and pastries sets where a favorite organic bread shall be paired with selected refreshments. It will implement a closing-hour sale wherein all prices will be discounted at fifty percent (50%) and thirty percent (30%) for selected pastries. The refreshments, however, shall not be discounted.

1. **FINANCIAL PLAN**

**Funding Sources and Costs**

The starting capital for the bakery is at USD [AMOUNT OF CAPITAL].

The costs of the business operations shall be taken into consideration such as rent, utilities, import and acquisition of the raw materials, as well as labor costs.

**Profit and Loss Statement**

The company is projected to gain profit within its first year of operations and shall continuously do so in the succeeding years. It is also projected that by its second year of operations, it shall be able to cope with its capital as it plans to expand to different branches all over North America.

The table below shall summarize the projected profit and loss:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **First Year Operations** | **Second Year** | **Third Year and Succeeding Years of Operations** |
| **Sales** |  |  |  |
| Cost of goods |  |  |  |
| Cost of goods sold |  |  |  |
| Gross margin |  |  |  |
|  |  |  |  |
| **Expenses** |  |  |  |
| Sales and marketing |  |  |  |
| payroll |  |  |  |
| Operational expenses |  |  |  |
| Rent and utilities |  |  |  |
| Taxes |  |  |  |
| **Net Profit:** | **(USD)** |  | **(USD)** |



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