

Business Plan for Sweet Taste Bakery & Espresso

November 1, 2014

Mission Statement/Vision/Objective

Sweet Taste Bakery & Espresso will aim to provide high quality coffee and espresso along with a fresh line of bakery goods, including a small organic line in our menu, to the local community of Adair Village and those who are commuters and travelers on Highway 99. We vision a place where people can come in to a peaceful, quiet, but friendly atmosphere and enjoy a favorite drink with a fresh baked pastry. This will be a place where community can visit and laugh and take in the relaxing environment. With the aroma of fresh coffee and home baked goods, the community can feel at home. This Bakery and Espresso will be a clean and well- kept business at all times. We will offer friendly service and customer satisfaction above all else. Our objective is to have a well maintained, successful bakery/espresso business in the city of Adair Village for years to come. We want to be a part of the growth and success of this community.

Target Audience/Customer Base

We will concentrate heavily on the local residents and workers of Adair Village and the surrounding community for our intended customer base. This will ensure consistent stability for our business. In addition, we will draw commuters and truckers from Highway 99 into Sweet Taste Bakery & Espresso for refreshment and a much needed cup of coffee either through the drive-thru or sit down style. Starting out for the first 6 months, we intend to have 60% local customer base and 40% drive by/destination customers. Local business will be easier to bring in with local flyers, ads and word of mouth. Drive by/commuters will be notified of new business with radio and social media. As an extension of this business, we will incorporate a small food cart for local events that come up.

Start Up Capital Investment/Budget

With the leasing of this coffee shop, we will not have to buy equipment for production of items on our menu. However, we will be buying product for baking, packaging and stocking of the business. We have cash on hand for that and there will be no financing for start- up costs. Start- up costs will consist of Monthly lease amount: \$500.00, Taxes and Insurance: \$170.00, Utilities: \$250.00, Paper Products and Supplies: \$2,000.00, Internet: \$70.00, Advertising: Website, Radio, Flyers, etc., \$500.00. Total estimated start-up costs: \$3,490.00. Estimated first year expenses (Monthly outgoing X 12 months), equals: estimated of \$40,000.00. First year income has been based on an average of 47 sales per day with an average sale of \$7.00 per customer. This equals \$329.00 in sales per day X 26 working days per month which equals \$8554.00 gross sales per month. The first year approximate gross sales equals \$102,648.

Minus \$40,000.00 costs for the year from gross sales for first year, Gross profit for first year average is \$62,648. The 5 year vision that Don and I see for Sweet Taste Bakery and Espresso is this, the first year of business is doing all that we can to get to know the community of Adair Village and cater to the needs of all those who live in this community. We will focus on excellent product and top quality friendliness and service. We are expecting 10% growth per year and we will be doing all we can to achieve this. The second year, we are looking forward to Don retiring from the car business and joining me full time in the business. He will be solely responsible for marketing and advertising of the business. As the business grows, we will be adding to the hours of operation, the number of employees, and having fresh new products on the menu as we see fit to the needs of the customer. When Don joins the business full time, we will add to our business, a dessert catering option for local parties, events, etc. Within five years of opening this business, we see ourselves as having a very successful business known as Sweet Taste Bakery & Espresso, living in Adair Village, and working and catering for the City of Adair Village and the surrounding cities. Don and I will be 100% involved in the business.

Menu/Services and Products/Pricing Strategy

Please refer to the sample Menu attached. Items will be added per customer request and may be deleted due to unpopular customer demand. Pricing will be reasonable to bring in working people and their families. We will use high quality ingredients with a competitive price for the community of Adair Village. An organic line of products will be available prepared with organic sugar, flour, and organic ingredients. As an example of pricing I will use a 16 oz. flavored latte. 16 oz. coffee cup: .04 cents. Lid: .03 cents. Sleeve: .03 cents. Cost of Milk: .21 cents. Syrup: .22 cents. Espresso: 23 cents per double shot. Flavored Latte costs around .86 cents in product to make. If retail price is \$3.50 then profit is \$2.64 per drink. We are currently breaking down the price it takes to make for all of our products on the menu. Pricing will be competitive with other coffee shop pricing.

Business Operation/Hours of Operation

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top quality vendors and the former owners used Cascade Glacier Ice Cream for their vendor. I have contacted them and they are sending information to me about pricing and flavors. Stumptown Coffee is at the top of my list for our coffee supplier. They are a local Portland Company that is growing fast and becoming very popular. Cash and Carry will be our main supplier of product. As we grow, we will contact Sysco for delivery of products. Buying local is very important to Don and I. We have connected with Greenwillow Grains in Brownsville/Tangent, OR, and are using their organic products for our organic line. We will utilize Red Barn Berry Farm for local product in our baked goods as well as smoothies and milkshakes.

Marketing Plan/Promotion/Theme

Our logo for Sweet Taste Bakery & Espresso is this: "Taste and See" how good our home baked goods and Espresso's are. With pure ingredients such as real butter, and nothing artificial, our products will be top quality. Our theme will be a feeling of "home sweet home". We will rely on the sweet smells of baked goods and espresso. Don and I will be adding a small electric fireplace in the building for added comfort and relaxation. Wifi will be an added bonus for the customers also. Music will be an option for background ambiance as well as adding candles and soft lamps in the building. As promotion of our baked goods, samples will always be available and with each espresso sold, a cookie will be given to the customer for free. That goes along with our "Taste and See" logo. A professional Website will be created by a Web Designer for our business. We are planning to use social media, such as Facebook, twitter and any other social media that is out there. Our son is the marketing manager of Nike and is in the middle of getting his degree in business. We will use him as our marketing manager for Sweet Taste Bakery and Espresso. We believe that word of mouth is a very powerful marketing tool and we will distribute flyers and promotional material as well as daily specials. Don has a connection with a local radio station in Albany/Corvallis and we will be utilizing that as well. We are open to any other suggestions and help in any way from the city of Adair Village in the area of marketing and promotion of the business. Our goal is to become top of mind and a local household name.

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Strengths of Business

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Starting a business in Adair Village

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November 1, 2014

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