

MARKETING STRATEGY:

MISSION:

'Dream Bakers aims to offer high quality bakery products at a competitive price to meet the demand of middle to high income customers.'

MARKETING OBJECTIVES:

1. To be leading a reputable bakery.
2. To provide good quality products.
3. To be competitive in the market.
4. To offer jobs.

FINANCIAL OBJECTIVES:

1. To generate minimum 30% revenue.
 2. To become zero-debt bakery.
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