

## 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.

