

# MARKETING PLAN OF SAJJAD BAKERY

## Executive Summary

*Our commitment to excellence in the craft and artistry of baking enables us to deliver high quality products that look superb, delight the customer and make celebrations a moment to cherish. We also have committed ourselves to tantalizing the pallet of coffee connoisseurs. Our products will exceed local stores and franchise competitors. Our product will possess that certain something that others do not have.*

## The Challenge

*Revive and Preserve the elegance and sensation of age old baking, coffee making and cake decorating with cookery techniques to achieve the height of quality and excellence in the cake coffee and pastry industry. Our products range from high end artistry to modern and local customs.*

## Situation Analysis

### **Company Analysis**

*Sajjad Bakery is a bakery and coffee shop managed by two partners. These partners represent sales/management and finance/administration areas, respectively.*

- **Focus**
- **Culture**
- **Strengths**
- **Weaknesses**
- **Market share**

### **Customer Analysis**