### **One-Page Bakery Business Plan**

#### **Business Name & Vision**

* **Business Name:** (Bakery Name)
* **Vision:** To bring joy through fresh, artisanal baked goods made with love.

#### **Mission Statement**

To create delicious, high-quality baked goods that cater to both traditional and modern tastes.

#### **Objectives**

1. Launch with 30 product offerings.
2. Establish wholesale accounts with 5 local businesses within the first year.
3. Reach monthly revenue of $8,000 by Month 6.

#### **Target Market**

* Local families, food enthusiasts, and event organizers.
* Health-conscious individuals looking for fresh, homemade options.

#### **Value Proposition**

Freshly baked goods made daily with organic and locally sourced ingredients.

#### **Products/Services**

* Bread, pastries, cakes, and custom orders.
* Gluten-free and vegan options.

#### **Marketing & Sales Strategy**

* Social media campaigns showcasing daily bakes.
* Sampling events and partnerships with local coffee shops.
* Loyalty rewards for regular customers.

#### **Operations Plan**

* Baking and packaging goods daily.
* Delivery services and maintaining wholesale accounts.

#### **Financial Summary**

* **Startup Costs:** $40,000 (equipment, rent, inventory).
* **Revenue Streams:** Retail, wholesale, and custom orders.
* **Profit Goals:** 25% profit margin by Year 1.