

# 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.