

Welcome to
my
presentation

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Executive Summary

- Sweet Haven Sweets can be found at 10 High Street, Birmingham, UK, B4 7SL. We make sweets by hand that taste great. The business wants to help people who want tasty treats on their own and people who are planning events and need unique baked goods. For example, Pastries like cakes, pies, cookies, and special event treats are made by hand at Sweet Haven Pastries. We would like to make sure customers are happy by selling good products at fair prices.
- People in the Birmingham area want fresh, home-cooked, and unique foods. There are a lot of other companies like them, but not many of them have unique designs or use eco-friendly building materials. To make beautiful, one-of-a-kind treats based on what customers want, Sweet Haven desserts cares about using local ingredients and decreasing its impact on the earth.
- In addition to the store itself, the company will also have an easy-to-use online store where customers can place orders and have them shipped. This two-step process will be useful and simple for many customers.
- The first year's goal is to make £10,000, and the company needs £20,000 to begin with. This amount will pay for everything: the store's equipment, advertising, first stock, and set-up. Several immediate objectives include enhancing brand recognition, establishing a robust consumer base, and ensuring consistent sales both online and offline.
- Through the creation of exceptional cuisine, the exploration of innovative sales strategies, and a customer-centric approach, Sweet Haven Pastries aspires to establish itself as a premier dining destination in Birmingham.



Business Idea

- **Product/ Service**

The name of the company is Sweet Haven Pastries.
10 High Street, B4 7SL Birmingham, UK
Type of Business: Food and drink.

Sweet Haven's goal is to bring high-quality sweets that are made from scratch to the middle of Birmingham. Many old and new treats are for sale, like croissants and puff cakes made by hand. Deals change with the seasons as well. The foods used to make these things are local, so they stay fresh and last a long time.

Our one-of-a-kind service also works for people who can't eat certain things. For example, we can make cakes that are vegan and gluten-free. With this way, everyone feels welcome, and the need for healthy food that can be made to order grows. By keeping the price low, we also make our goods available to a lot of people. This is how we achieve the best balance between quality and price.

Strengths and Advantages:

Customizable choices may satisfy a wide array of culinary preferences and desires.

Price competition makes it easy to buy good baked goods.

Value proposition: Sweet Haven Pastries creates one-of-a-kind dessert experiences by using only the finest ingredients. Due to its unique position in Birmingham's mid-range dessert market, Sweet Haven Pastries stands out as the best bakery for people seeking tasty, custom offerings.



Summary of the SWOT Analysis

- **Strengths:**
Using close, high-quality goods.
Things that can be changed so that every customer can get what they want.
Great place in Birmingham that both locals and tourists love.
- **Weakness:**
Fewer goods at first, which could make it harder for customers to choose.
Depending on area sources, which could affect how much is available.
- **Opportunities:**
More and more people want handmade and customizable foods.
Collaborations with nearby coffee shops and businesses could help get the word out.
- **Threats:**
Well-known bakers are giving them a run for their money.
There are economic risks that could change how people spend their money.



(Private Capital Group, 2018)

The Team

- **Key Personnel**

1. Name: Iuliana G. Vasile
Job: Founder and Head Baker

Skills and Experience

Iuliana is very good at both cooking and running a business. She has a degree in Business Management and has worked as a pastry chef for many years. Sweet Haven Pastries was started by her love of craft baking and dedication to quality.

In this role, you are responsible for managing daily tasks and making sure that the quality of the products meets the standards set by the brand.

- Develop new items and food choices.
 - Plan and oversee marketing strategies and contacts with customers.

- **2. Name: Jane Roberts.**
Position: Marketing Manager

Jane knows a lot about designing food labels and advertising on the internet. Her experience working for many Birmingham businesses gives her a good sense of the city's market trends and how people act.

- Responsibilities: - Develop and execute marketing initiatives to promote the firm.
Individuals will engage with you on social media if you provide compelling content.
Plans for selling events and securing sponsors should be developed together with partners.

3. I am Liam O'Connor, an operations manager. My competencies and expertise are as follows:
Liam has expertise in shipping and supply chain management, enabling him to effectively operate Sweet Haven Pastries. He is adept at managing complex activities related to commodities and collaborating with vendors due to his certification in traffic management.



(Zwiling, no date)

Skill gaps and important allies

More staff needs:

1. Barrista (Part-Time):

To make things better for customers by giving them tasty drinks and treats.

- Job: Make and serve coffee, help with front desk work, and keep the atmosphere friendly.
- Why: Kitchen Assistant To make production run more smoothly and help the head cook with daily jobs.
- Duties: Help make pastries, keep the kitchen clean, and be in charge of preparing the ingredients.

Training and growth:

1. Baking Workshops: - "Provider": professional baking schools and cooking schools in the area.

Goal: kitchen renovation projects.
The abilities of the crew provide constant quality in the pastries and fresh concepts.

Provider of the marketing seminars: marketing companies and industry professionals.

Keeping the marketing staff current on digital developments helps the business remain ahead of the competitors.





Key Partners and Outsourced Support:

1. Graphic Designer:

Service: Make logos, menus, and packaging designs for businesses.

This is how much it costs: About £500 for each job.

2. Information Technology Specialist:

The service of the IT specialist is keeping the website current and in excellent condition so that users may quickly make orders and interact with you online.

Around £300 a month is the cost.

Sweet Haven Pastries rely on its committed staff and clever alliances to provide first-rate service. It maintain seamless operations. From marketing to manufacturing, these positions and alliances ensure that the company runs as a whole.

. Market Research

Market Information, Trends, and External Factors

It costs £4 billion a year to run a bakery in the UK. Craft baked goods and baked goods made for special diets are becoming more popular. More and more people want gluten-free and vegetarian options, and more and more people like to order food online.

Key Points of PEST:

Politic: Compliance with rules about food safety and how Brexit might affect importing ingredients are political issues.

Economic: Prices of ingredients are going up because of inflation, and people are looking for items that are good value for money.

Social: People are choosing local, eco-friendly goods more and more.

Technology: In terms of technology, there have been improvements in digital marketing and web buying methods.

The Types of Customers

Young professionals (ages 25–35): Look for food choices that are quick and good for them because they are busy.

Families with kids: Look for treats that are both cheap and tasty that are good for all ages.

People who care about their health are interested in goods that are made for certain diets, like vegan and gluten-free choices.

Lists of Competitors

Greggs: Has stores all over the country and is affordable but doesn't have any speciality choices. Advantage over the competition: premium and customisable options.

Local Café Chains: They care a lot about the community but only sell a few products. Competitive Advantage: More types of food and more people who can eat them.

It's easy and cheap to buy baked goods at the supermarket, but they're not very fresh. Using fresh, locally found foods gives you a competitive edge.

Marketing Plan

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Price

The pricing strategy balances quality and affordability:

£2.50 for croissants.

Vegan muffins cost £3.00 and speciality pastries cost £4.00.

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Product

Elegant and eco-friendly are important to Sweet Haven Pastries. To give the packaging a high-end look, eco-friendly materials are used in pastel-colored patterns.

Place

Store: 10 High Street, Birmingham is the address of the store.

Online Presence: On the website and through food delivery services, they send food within 5 miles and use eco-friendly packing.

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Promotion

Social media ads on Facebook and Instagram are examples of digital channels.

Google Ads that are aimed at people in Birmingham.

An app that gives savings to people who buy things often.

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Traditional channels:

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flyers were put up in neighbourhood businesses and schools.

Partnerships with nearby coffee shops to promote each other.

Engaging customers by holding classes on how to make pastries to build community ties.

- **Key Resources**

Premises

At 10 High Street, Birmingham, and rents for £15,000 a year. The store is the main place where goods are sold and made.

- **Equipment**

Oven: £2,500

£1,800 for the refrigeration unit

£1,200 for a counter display

£800 for mixers and baking tools. The equipment comes from Bakery Supplies UK Ltd, which guarantees its dependability and quality.

- **Key Suppliers**

Local Farms Ltd, which costs £500 a month, makes sure that the flour and cheese are fresh and come from close by.

packing: EcoPack Solutions charges £200 a month for packing supplies that are good for the environment.

The brand cares about quality and the environment, and these tools help things run easily.

FINANCES AND START-UP SUPPORT

Financial Summary

- For help with starting a business, you can apply for government funding of up to £5,000 and low-interest loans of up to £10,000.

ITEM	COST	INCOME (<u>ANNUAL</u>)
Annual income		80000
Equipment	6300	
Salaries	24000	
Ingredients	6000	
Marketing	3000	
Rent	15000	
Total costs	54300	
Profit		25700

APPENDICES

Appendix A: SWOT Analysis

With its unique mix of old and new ideas, Sweet Haven Pastries is a business that looks like it will do well in Birmingham. The fact that we make our sweets with fresh, local goods is what makes us stand out. Our location in the middle of Birmingham makes it easy for a wide range of customers to get to us.

A thorough SWOT analysis shows us what our main strengths and flaws are. Our central placement and high-quality items put us in a good situation in the market. But our original small range of products is a problem that we plan to solve by strategically growing. More and more people are eating healthily, which gives us a great chance to add better choices. Even so, the market's fierce competition is still a threat that we will try to reduce by setting ourselves apart and providing excellent customer service.

Appendix B: PEST Analysis

A PEST study shows us the outside forces that affect our business. Strict rules about food cleanliness will be followed to make sure that our products are safe and of good quality. Changes in the prices of ingredients are an economic problem that we will solve by buying things more efficiently and keeping track of costs well. More and more people are concerned about environment, which fits with our goal of using local, eco-friendly foods. Finally, using shipping apps will help us reach more people and make things easier for them.

Appendix C: Copy of Pitch

Our pitch, which is in Appendix C, says everything you need to know about Sweet Haven Pastries.

Our primary goals are quality and sustainability; we strive to create unforgettable dessert experiences by combining classic traditions with fresh tastes. Using our strengths, grabbing opportunities, and minimising our weaknesses and risks will help us to create a profitable and long-lasting company.

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