

THE BAKED Ego

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Module Code-LCBB5001
Student Name-Maria Mahu
Student ID-2115144
Lecturer Name-Amer Kareem



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Introduction

- As a founder of The Baked Ego shop, I am passionate about creating delicious cakes and baked products bringing joy to people.
- I have always had a passion for baking which led me to pursue a career in the culinary arts.
- After gaining experience working in various bakeries and pastry shops, I decided to turn my passion into a business by opening my shop.
- At The Baked Ego we specialize in creating custom-designed cakes for all occasions.
- I am confident that our cake will bring joy and happiness to all who taste it and I look forward to serving the community for many years to come.
- “A skillful entrepreneur can shape and create an opportunity where others see little or nothing— or see it too early or too late.”



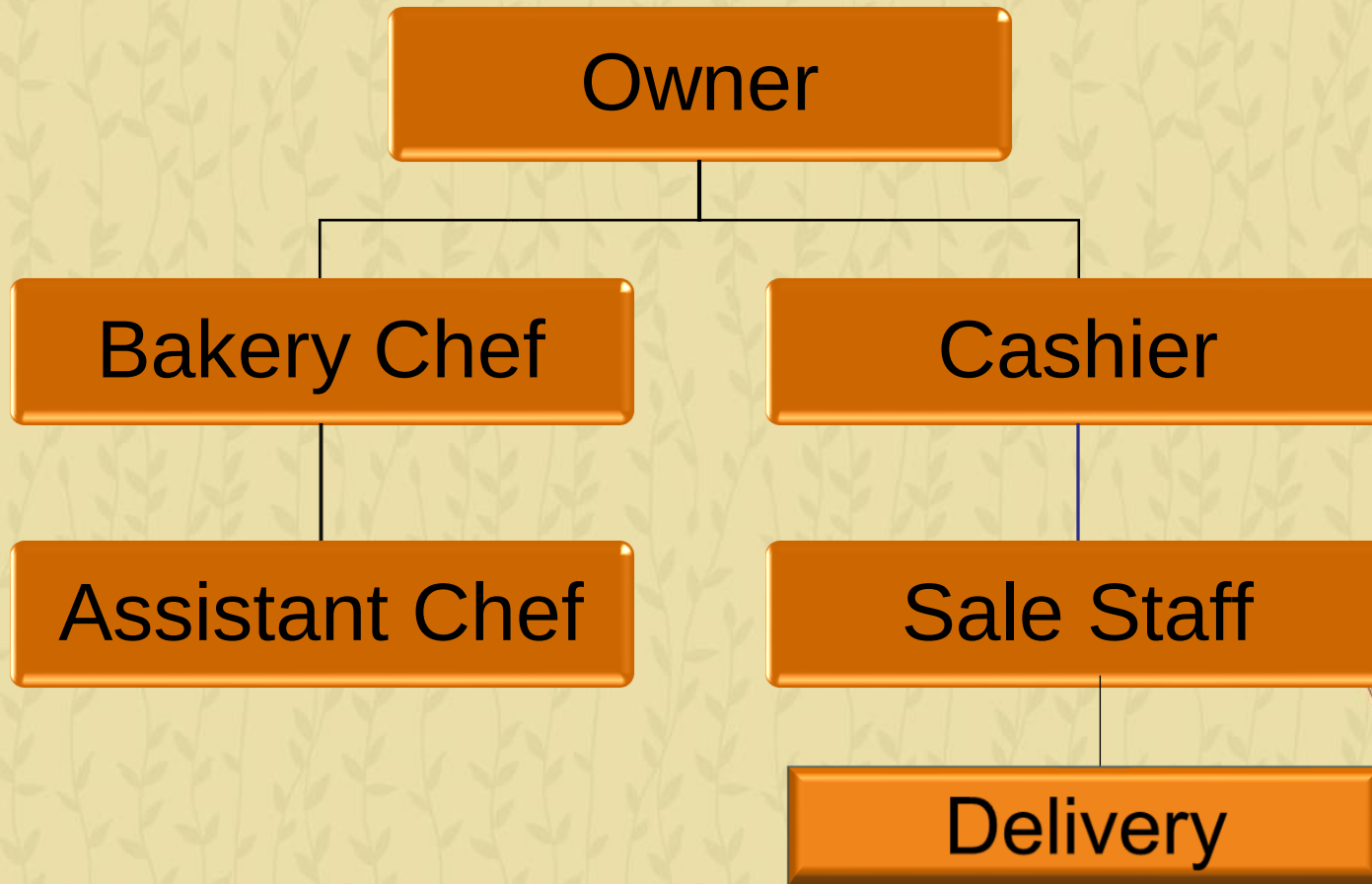
Business Overview

- The Baked Ego is a start-up business located in Collier Row, Romford based on a variety of baked products, especially personalized cakes.
- For those who enjoy imaginative cake designs and duppy cookies there is The Baked Ego.

For important occasions or joyous occasions like weddings, Christmas, birthdays, or the New Year, our team will create unique cakes and bake special cookies.



Management team plan



Target Market

- Individual customers
- Corporate clients
- Catering Services
- Local cafes and Restaurants
- Community events and celebrations



4Ps of Marketing Strategy

Product/strategy

- Fresh cakes and bakery products for all occasions.
- A large variety of cakes and biscuits in English/Romanian style.
- There will be quality products and the business will focus on providing a friendly and fair business environment to all the stakeholders (Giang, 2013).

Price Strategy

- The business will follow a value-based pricing strategy so that all types of customers can buy products, and this can compete with these competitors.
- This is how the business will increase profit and allow customers to obtain more resources and enhance their business (Zhan, 2022).



4Ps of Marketing Strategy

Promotion

- This new venture will have a good online presence by creating an attractive website, with a variety of items on display with information. They can arrange any social media campaigns or posts with their opening and by displaying their best dishes.

Place

- As the venture will be in London and the streets of London are popular for a variety of shops, bakery shops, and any other stores of branded companies.
- Customers will come to see our shop and this will grab the attention of their customers (Linzalone and Lerro, 2021).



Competition



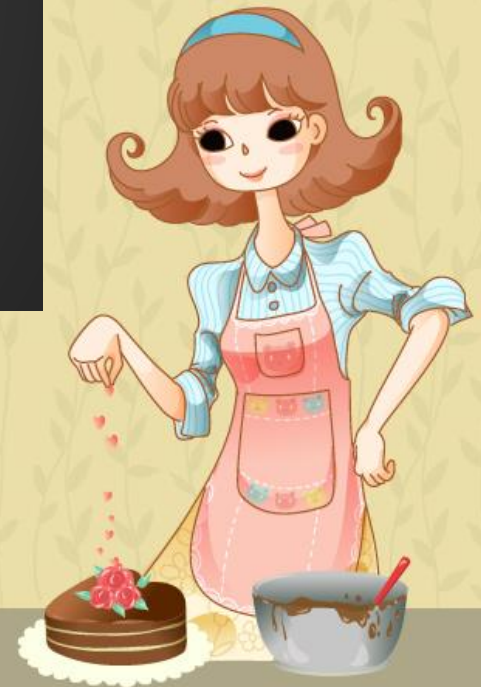
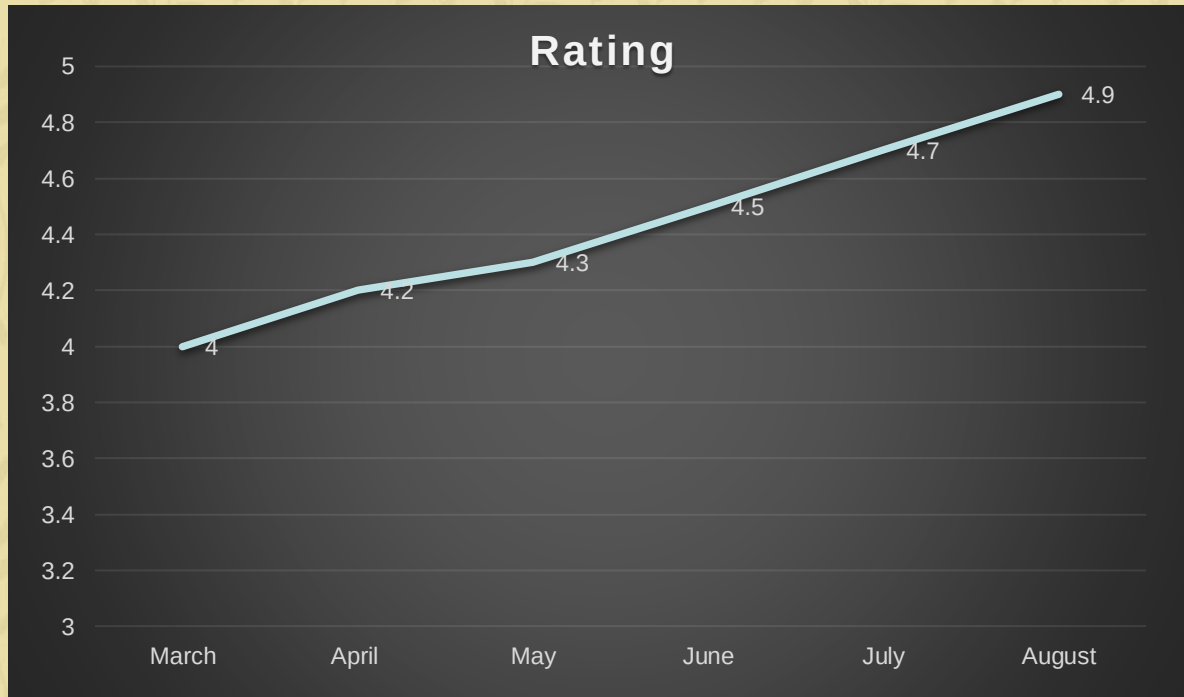
Differentiation strategies



- Baking goods Offering
- Baking Techniques
- Pricing Strategy
- Marketing Tactics

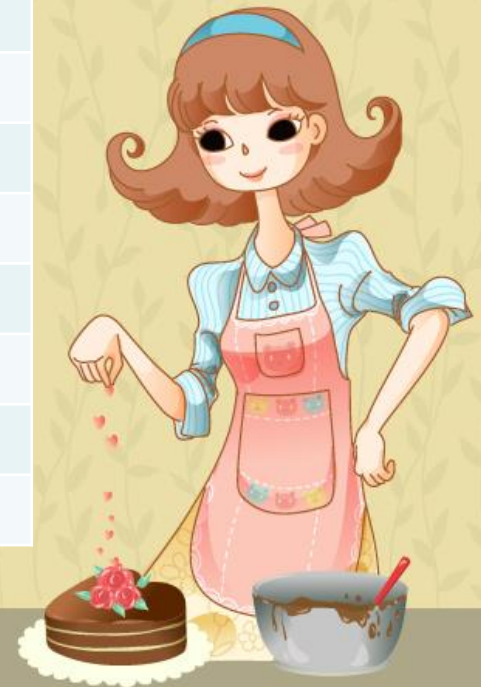


Average Customer Rating per month



Funding requirements and allocations

Funding	Amount
Owner investment	20.000
Bank loan	15.00
Total	35.000
Money allocation	Monthly Cost
Equipment	5000
Row Materials	4500
Rent/Utilities	4,200
Wages	15.500
Advertising	3000
Administrative Expenses	2000
Other expenses	800
Total	35.000



Conclusion

Achieving success in the bakery industry requires a combination of factors, including a strong differentiation strategy, an understanding of competitors' strategies, and continuous innovation to pursue customer satisfaction. Customer reviews reveal reputation and level of satisfaction. Positive feedback indicates high-quality products and services.



References

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