

Applied Leadership and Management in the Workplace

Module Assignment Submission

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Business Plan: Lil Puddings Lounge

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1.Executive Summary.

Lil Puddings Lounge is a stylish, inclusive café located on The Strand, Swansea, offering freshly baked cupcakes, brownies and blondies. With a start-up investment of £15,000 from my savings, the café will cater to dine-in and takeaway customers, delivering a high-quality experience in a warm, welcoming setting. Janine will run the business with one part-time, experienced staff member working 20 hrs per week. All products will be made onsite in a fully equipped kitchen to ensure freshness and quality. The café includes a spacious seating area, ideal for casual visits and small celebrations.

Targeting customers who value quality and a personalised service, Lil Puddings Lounge will charge competitive prices for its offerings. Marketing will focus on social media, local advertising, and word of mouth to quickly build brand recognition.

Projected average monthly revenue is £6,600 from daily bakes costing £3 each producing an average each month of 2,200 cakes. This equates to an annual revenue of £79,200. With efficient staffing and cost control and business exposure via social media the business will break even in month 9 and show profitability for the remainder of the year. The unique selling points are locally sourced ingredients, with a tailored service, and a cosy, high-end café experience which positions Lil Puddings Lounge to become a local favourite in Swansea.

2.Introduction.

Lil Puddings Lounge will be a stylish, welcoming inclusive café located on The Strand, Swansea, offering freshly baked goods. Inspired by my passion for baking and creating memorable food experiences, the business reflects years of developing handcrafted cupcakes and delivering excellent customer service. Identifying a gap in Swansea for a high-end café specialising in luxury cupcakes led to the creation of Lil Puddings Lounge.

2.1 Business Idea.

The main goal of Lil Puddings Lounge is to become a beloved local bakery offering luxury cupcakes and fresh bakes. Key objectives include delivering high quality bakes, excellent customer service, and building a loyal customer base. We will stand out by using locally sourced ingredients and catering for dietary and allergen-friendly needs while creating a welcoming, inclusive atmosphere.

2.2 Legal Status.

Lil Puddings Lounge will operate as a sole trader. This status is suitable for a small business as it is simple to set up, has fewer legal formalities, and allows me to have full control over business decisions. It also means that I can start trading quickly and keep all profits after tax (Williams, 2025).

2.3 Ownership and Management.

Janine will be the business owner and take responsibility for day-to-day operations, business decisions, marketing, and customer service. I will be supported by one experienced team member who will work part time 20hrs per week @ £12 per hr. Together we bring over 30 years of experience in the baking and hospitality industries. Our skills and knowledge will be vital in maintaining high standards in baking and customer care. Staff will be fully trained in food hygiene, allergen management, and customer service to ensure a smooth and professional operation.

2.4 Product and Services.

Lil Puddings Lounge will feature a diverse menu of freshly baked goods, with a focus on locally sourced ingredients. Offerings will include an assortment of sweet treats, and cupcakes. Customers will have the opportunity to personalize their cupcakes upon request for a special occasion.

Lil Puddings Lounge will deliver top quality baked goods and exceptional customer service in a warm and welcoming environment, perfect for any occasion. Lil Puddings Lounge will build a strong reputation within the community by forming lasting relationships with our customers. This business plan outlines the operational, marketing, and financial strategies that will support our goal of establishing a unique, trusted, and successful café in the heart of Swansea.

3.Operations.

3.1 Income Streams.

Lil Puddings Lounge will generate income through a diverse range of baked goods Prices will be competitive to appeal to new customers and encourage repeat visits. Our services include:

- Daily Counter sales ranging from 60-160 bakes per month over the year priced at £3 per unit.

3.2 Location and Premise.

The business will operate from The Strand Swansea where there is high potential for walk in trade. The rent is reasonable and with many surrounding businesses this will be a prime location. There are not many cake shops in the area that offer freshly baked homemade treats. There is plenty of free parking making it a stress-free visit.

3.3 Equipment.

There will be an initial investment of £15,000 from my savings to purchase essential equipment, including commercial ovens, fridges, freezers, work counters, storage units, baking tools, and packaging materials. A portion of the budget will also cover cleaning supplies and ingredients. For a detailed breakdown, please refer to Appendix C.

3.4 Production and Distribution Process.

Lil Puddings Lounge will operate 5 days a week for all counter sales with one part time member of staff. We will cater for any allergies or dietary requirements upon request.

3.5 People and Staff.

Janine will manage finances, including stock purchases and bill payments. Baking, serving, and customer service will be shared between both staff members. Janine will decorate all cupcakes. Cleaning will follow a shared daily rota.

3.6 Suppliers.

Janine will work with multiple bulk suppliers online to reduce costs and maintain stock for last minute orders. In the event of delivery delays reliable local suppliers are available if needed.

3.7 Systems & Processes.

Lil Puddings Lounge will use an online booking system to manage orders, allergies, and cake customisation. A loyalty scheme will offer discounts for repeat purchases. Customer feedback will guide product updates. Janine will handle purchasing and maintain records for tax purposes.

3.8 Contingency Plan.

Personal Illness or Injury:

Arrange for a trusted staff member to manage operations in my absence.

Use a staffing agency to cover short term staff shortages.

Maintain detailed instructions and recipes for others to follow in my absence.

Oven or Equipment Failure:

Keep a maintenance contract with a local repair service for quick emergency repairs.

Have access to a backup oven or portable baking equipment where possible.

Partner with another local bakery to temporarily use their equipment if needed.

Fire or Property Damage:

Install smoke alarms, fire extinguishers, and fire safety systems throughout the premises.

Take out full business insurance to cover fire and damage related losses.

Keep copies of key business documents and recipes as a backup.

Power Cut:

Invest in a backup generator for critical equipment.

Use a battery powered point of sale system or manual receipts in case of till failure.

Adjust the menu temporarily based on non-baked goods.

Staff Shortages:

Crosstrain staff so they can take on different roles in the shop if needed.

Customer Complaints/Food Safety:

Have a clear refund and complaints policy in place.

Keep detailed batch records for all products in case of a food safety issue.

Regularly review and update food hygiene and allergen safety practices.

3.9 Health and Safety & Legal Compliance.

Lil Puddings Lounge will be registered with HMRC for business set up and Environmental Health for inspections and a food hygiene rating. This is vital for customer trust. All staff hold current food hygiene and allergy certificates. Allergy information will meet Trading Standard requirements (Food Standards Agency, 2023). We will have a detailed cleaning schedule which will maintain required hygiene standards. The café will also have full public liability insurance.

3.10 Licenses Required.

Lil Puddings Lounge will obtain a local business license. Certificates will be displayed for customers to see that we are fully compliant.

3.11 Internet.

Lil Puddings Lounge will have a user-friendly website with menus, pricing, online booking, and quotes.

Marketing will be via Facebook, Instagram, and TikTok. An online review system will encourage feedback and attract new customers.

By concentrating on these operational aspects Lil Puddings Lounge will provide a welcoming, friendly café with premium services and prices to suit every pocket. We will strive to maintain exceptional customer service and value every customer.

4. Marketing.

4.1 Marketing Strategy.

Lil Puddings Lounge will use both online and offline methods to market the business, such as social media for exposure and leaflets for engaging with the public. I will also build strong relationships with customers for word of mouth referrals.

4.2 My Unique Selling Points.

The use of fresh, locally sourced ingredients via local suppliers, supports local businesses and ensures top quality. This gives our cakes a homemade taste and promotes sustainability. Janine makes unique flavoured cupcakes using all fresh ingredients. Everything is handmade including all decorations.

4.3 PESTLE Analysis.

I carried out a PESTLE analysis to identify the key external factors that could influence the operations and success of Lil Puddings Lounge.

Political	Food safety regulations: You must comply with local food safety and hygiene regulations.	Local business policies: Government support for small businesses.	Minimum wage laws: Changes in minimum wage impact your staffing costs.
Response	Make sure all temperature & allergen records are up to date and all staff are fully trained.	Apply for all business grants.	Look at minimising hours when the shop is quite.
Economic	Inflation and ingredient costs: Rising prices of ingredients and stock affect profit margins.	Consumer spending: Less spending in economic downturn.	Increase in Energy Costs: Higher operating costs may reduce overall profitability.
Response	Bulk buy to save money on stock.	Offer sale days and a loyalty scheme.	Reduce waste and make sure equipment is maintained.
Social	Health-conscious trends: Growing demand for gluten-free, dairy free and vegan options.	Local preferences: Customers wanting local foods.	Customer behaviour: Demand for local ingredients.
Response	Develop a range of gluten-free, dairy-free and vegan goods.	Introduce seasonal-themed Welsh treats.	Grow customer interest in supporting local businesses.
Technological	Online ordering & delivery platforms: Technology can expand your reach through services like Uber Eats.	POS systems and stock software: Stock management can be time consuming.	Social media marketing: Crucial for brand building, customer engagement.
Response	Partner up with delivery services to maximise revenue.	Implement a modern POS system and stock management software.	Actively use social media to build brand awareness and engage with customers.
Legal	Business licenses and permits: Licenses to operate legally such as Environmental Health Assessment and Hygiene Certificates.	Employment laws: Laws on working hours, contracts, and employee rights.	Labelling requirements: You must follow food labelling regulations with allergies.
Response	Ensure full compliance by obtaining all necessary business licenses and Environmental Health Assessment and Certificates.	Make sure your aware of legal working hours and laws.	Make sure all staff are fully trained on allergen awareness.
Environmental	Sustainable packaging: Demand for eco-friendly packaging is increasing.	Waste: Leftover stock impacts waste.	Local sourcing: Growing pressure for greener business.
Response	Use eco-friendly, recyclable, or compostable packaging for all takeaway items.	Sign up to "Too Good to Go" or donate surplus food to homeless shelters.	Locally sourced ingredients cut carbon and attract eco-conscious customers.

Completing the PESTLE analysis I have gained a deeper understanding of the external factors that could impact my business. It taught me to be aware of the wider environment in which the business operates. Overall, the PESTLE analysis highlighted the risks and opportunities my business may face. It helped me think more strategically and plan in a way that prepares for external influences beyond my control (Shaw, 2021).

4.4 SWOT Analysis.

A SWOT analysis is a strategic planning tool that helps a business assess its position in the market. It examines four essential elements to determine how well Lil Puddings Lounge can compete within its industry. Conducting a thorough SWOT analysis provides a factual basis for decision-making and can also inspire innovative ideas for products or future strategies (White, 2022).

Strengths (Internal)	Weaknesses (Internal)	Opportunities (External)	Threats (External)
High-quality, fresh products (Bespoke Cakes).	Limited marketing budget.	Growing demand for healthy alternatives (e.g., low-carb, plant-based).	Rising ingredient and energy costs.
Unique recipes or specialty items (e.g., gluten-free, vegan, local flavours).	Small production capacity (harder to scale quickly).	Partnering with local coffee shops, events, or markets.	Competition from supermarkets, chains, or other bakeries.
Strong local brand or loyal customer base.	Dependence on local suppliers with variable costs or availability.	Expanding into online ordering and delivery.	Economic downturns reducing discretionary spending.
Skilled bakers and passionate team.	Time-sensitive inventory (fresh goods expire quicker).	Catering for businesses, weddings, and events.	Changing consumer trends or dietary preferences.
Convenient location with lots of passing trade.	Limited business hours may reduce revenue opportunities.	Eco-conscious packaging and sourcing to attract sustainability-focused customers.	Strict health and safety regulations or inspections.
Social media presence and community engagement.	Limited time to promote business.	Ask customers to post photos and reviews giving extra exposure for free and no time wasted.	Negative online reviews could harm the business reputation.

After carrying out the SWOT analysis, I identified that my key strengths include offering high-quality homemade cupcakes, having a strong local presence, and engaging well with the community, which gives my bakery a competitive edge.

4.5 7P's Marketing Mix.

I used the 7 Ps analysis to develop a comprehensive marketing strategy that covers all key aspects of the business, ensuring Lil Puddings Lounge meets customer needs effectively and builds a strong competitive advantage. It helped me understand how each element like product, price, and promotion works together to influence overall strategy and customer experience (Barrington, 2020).

Product: Freshly baked treats, and cupcakes all made with locally sourced ingredients teamed with a welcoming environment, making it a relaxing inclusive experience.

Price: Competitive pricing with options for personalised cupcakes, ensuring value while maintaining quality. Offer daily promotional bakes at a reduced price for feedback purposes.

- Cupcakes £3
- Brownies £3
- Blondies £3
- Mini Tray Bakes £3
- Flapjacks £3

Place. Conveniently located on The Strand, Swansea, with a welcoming café, free parking, and high footfall. Orders can be placed online, by phone, or via messenger for those without internet access.

Promotion: Active presence on social media (Facebook, Instagram, TikTok), online loyalty schemes, and local advertising to attract and retain customers. Online google reviews showing cake photos and customer testimonials.

People: Janine brings 15 years of baking experience to Lil Puddings Lounge, with Level 4 cake decorating, Level 2 food hygiene and allergy training, and first aid certification. Janine also has a strong background in customer service. Staff members are fully trained in food safety and allergy awareness.

Process: Bookings can be made by phone or through our online system. Allergy information is clearly displayed, with a detailed folder available on request. We follow a structured cleaning and operations schedule. A 50% booking fee is required upfront, with the balance due two weeks before the appointment.

Physical Evidence:

- Shop front signage and internal display of business logo.
- Printed invoices and till receipts with a “thank you” message.
- Social media posts with photos and prices of daily menu items.

4.6 Competitor Analysis.

The table below outlines both direct and indirect competitors within a 20-mile radius of The Strand, Swansea, highlighting their location, offerings, and relevance to Lil Puddings Lounge.

Type	Business	Location	Offerings	Relevance
Direct Competitor	Bluebell Kitchen	Sketty (2miles)	Baked goods, bespoke events/catering.	Similar menu (cakes, brownies) local sourcing, custom service.
Direct Competitor	The Grand Hotel	City Centre (0.5miles)	Traditional baked goods and range of desserts.	Premium service offering, same target market.
Direct Competitor	The Dragon Hotel	City Centre (0.7miles)	Popular Hotel with premium dessert menu.	Premium service offering specialist desserts.
Indirect Competitor	Hoogah Café	Bryn Y Mor Rd (1.5miles)	Café meals, local produce, community events.	Different focus (meal + events), still bakery/café overlap.
Indirect Competitor	Kardomah Café	Portland St (0.5miles)	Traditional café, breakfast, coffee, historic appeal.	Established brand, local baked goods and beverages.

Market research identifies five local competitors three direct and two indirect including premium venues like Bluebell Coffee & Kitchen and The Dragon Hotel. Unlike them, Lil Puddings Lounge will focus on bold flavoured cupcakes using locally sourced ingredients. Chain cafés and independents like Hoogah offer broader menus but lack custom baked homemade cakes desserts, revealing a market gap Lil Puddings Lounge is well-placed to fill with high-quality, tailored products in a friendly, community focused setting.

4.7 Specific Market Segment Overview.

Lil Puddings targets local individuals, mainly females and families along with students seeking high quality, handmade cakes for special occasions such as birthdays, weddings, and baby showers. Customers value locally sourced ingredients, personalised service, and unique designs, and are willing to pay a premium for creative, homemade products tailored to their needs.

4.8 Target Market.

Who: My target audience is primarily women aged 25–45 in Swansea, including parents, professionals, and young adults, who are likely to purchase cakes for celebrations, gifting, or treats, this group values quality, presentation, and convenience, making them ideal for my cake shop's focus. We will also be targeting students as there are currently 33,000 in Swansea (UCAS 2025).

What: High quality cupcakes and a friendly welcoming café accommodating dietary requirements and allergies.

Where: The business will operate in Swansea, specifically The Strand area, where there is a growing demand for unique, independent food and drink venues.

Size of Market: With Swansea's population exceeding 241,282 and significant foot traffic in the city centre, there is a strong local market opportunity to capitalise on.

4.9 Market Size Analysis.

To assess my market size, I researched Swansea's population and nearby areas within a 20-mile radius, focusing on likely buyers of cakes and bakery products. I analysed local income and demographics to understand the potential customer base. Competitor analysis helped identify market gaps and opportunities. I also gathered customer feedback through surveys and conversations to learn buying habits and preferences. Keeping up with market trends will refine my products.

With Swansea's population of 241,282, including 33,000 university students my primary catchment area will be high traffic districts like Uplands and the town centre, where Lil Puddings Lounge is located (Brinkhoff, 2021).

4.10 Marketing Objectives.

Increase Brand Awareness in Swansea

Establish Lil Puddings Lounge as a recognised name in the local café scene within the first 6 months of operation through targeted social media campaigns and local press and radio features.

Attract and Retain a Loyal Customer Base

Build a regular customer base of at least 200 repeat customers within the first year, using loyalty schemes, consistent customer service, and personalised engagement.

Grow social media Following to 5,000 Within 12 Months

Focus on Instagram and Facebook to build a community around the brand, using regular content, behind the scenes baking videos, and influencer collaborations.

Generate 20% of Sales Through Pre-orders and Celebration Cake Commissions by Year-End

Position the business as a go-to for bespoke cupcakes and special occasion orders through visual content, testimonials, and customer referrals.

4.11 Marketing Tactics.

Marketing tactics are essential because they provide actionable steps that help businesses reach their target audience more effectively, driving engagement and continuing growth (Spratley, 2024).

To support my marketing objectives, I will use targeted tactics to build brand awareness and drive sales. This includes paid social media ads (Facebook, Instagram), flyer distribution, and attending local events. Eye-catching signage, window displays, and limited time offers will attract passing trade. To encourage repeat business, I will focus on great customer service and introduce a loyalty scheme offering discounts. For online growth, I'll share regular content like behind-the-scenes posts, testimonials, and product highlights. To boost cupcake sales, I'll showcase past orders online, offer referral incentives, and attend local street market events.

5.Revenue and Pricing.

5.1 Pricing Strategies.

I developed my pricing strategy by evaluating key factors to keep my bakery competitive, sustainable, and good value for customers. I primarily use a cost-based pricing method calculating the total production cost (ingredients, packaging, energy, labour) and applying a suitable markup which is 50% of the ingredient's costs per unit. My prices align with similar local businesses, maintaining competitiveness without compromising quality. I also apply a neutral pricing approach, setting prices based on what customers are willing to pay for luxury, homemade products. Since I focus on locally sourced ingredients and offer healthier options (e.g., vegan and gluten-free), many customers are willing to pay slightly more for added value.

To enhance affordability, I use psychological pricing e.g., £2.99 instead of £3.00. I tailor pricing to suit my market of local families and professionals by offering both affordable daily items and premium options like custom cakes and event catering.

This diverse pricing strategy covers costs, attracts my audience, and supports business sustainability. It reflects both neutral and market-based pricing principles (Meissner Research Group, 2025), aligning price with perceived quality.

5.2 Pricing for Goods and Services.

Lil Puddings Lounge will offer cupcakes, brownies, and blondies priced at £3 each. There will be a steady increase in packaging and ingredient costs as customer demand increases with business exposure. A full price list can be found in Appendix B.

5.3 Estimated Monthly Revenue.

I sell approximately 26,400 cakes per year, which averages to about 101.5 cakes/bakes per day based on a 260-day work year. This results in an average monthly sale of 2,200 cakes, generating approximately £6,600 per month and £79,200 per year, with each cake priced at £3. These figures are grounded in market research, competitor pricing, and expected footfall, balancing affordability with high quality products.

6. Financial Information.

6.1 Financial Cashflow Projections.

The following tables will display an overview of the projected financial forecast of Lil Puddings Lounge over the first year of business. (see table below)

Monthly Cashflow Projection														
	Pre-startup	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
1. CASH IN BANK (Beginning of month)	15,000	11,000	10,580	10,140	10,250	10,335	10,965	11,595	12,775	13,930	15,610	17,290	19,550	
2. INCOME														
(a) Cash sales		3,600	3,600	4,800	4,800	6,000	6,000	7,200	7,200	8,400	8,400	9,600	9,600	79,200
(b) Collections from credit accounts														
(c) Loan or other cash injection														
3. TOTAL Income (a+b+c)		3,600	3,600	4,800	4,800	6,000	6,000	7,200	7,200	8,400	8,400	9,600	9,600	79,200
4. TOTAL AVAILABLE (Total Income Plus CASH IN BANK)	15,000	14,600	14,180	14,940	15,050	16,335	16,965	18,795	19,975	22,330	24,010	26,890	29,150	
5. OUTGOINGS (and Pre-Start)														
Oven	500													
Fridge, Freezer & Dishwasher	1,500													
Cleaning Products & Uniform	500													
Crockery	500													
Baking Equipment & Mixers	1,000													
Ingredients		1,800	1,800	2,400	2,400	3,000	3,000	3,600	3,600	4,200	4,200	4,800	4,800	39,600
Mobile Phone		35	35	35	35	35	35	35	35	35	35	35	35	420
Insurance		25	25	25	25	25	25	25	25	25	25	25	25	300
Packaging		100	120	150	175	200	200	225	250	250	300	300	375	2,645
Rent		500	500	500	500	500	500	500	500	500	500	500	500	6,000
Utilities/Cleaning		100	100	120	120	150	150	175	175	200	200	220	220	1,930
Wages		960	960	960	960	960	960	960	960	960	960	960	960	11,520
6. Outgoings Sub Total	4,000	3,520	3,540	4,190	4,215	4,870	4,870	5,520	5,545	6,170	6,220	6,840	6,915	66,415
Loan principal payment														
Capital purchase (specify)														
Other start-up costs														
Reserve of Savings														
Owner's withdrawal		500	500	500	500	500	500	500	500	500	500	500	500	6,000
7. TOTAL OUTGOINGS (Total Paid Out)	4,000	4,020	4,040	4,690	4,715	5,370	5,370	6,020	6,045	6,670	6,720	7,340	7,415	72,415
8. FINAL BALANCE (Total Available - Total Outgoings)	11,000	10,580	10,140	10,250	10,335	10,965	11,595	12,775	13,930	15,610	17,290	19,550	21,735	

After completing the cash flow chart, I am now aware of my monthly cash sales, monthly outgoings and total outgoings. This chart proves the business will be profitable.

6.2 Financial Breakdown.

6.2.1 Turnover.

Lil Puddings Lounge expects steady revenue growth in its first year, driven by increased brand awareness, customer demand, and targeted marketing. Income is projected at £3,600 in month 1, rising to £4800 in months 3 and 4 as local exposure improves. By month 6, revenue is expected to reach £6000, reflecting stronger dine-in and takeaway sales. Ongoing promotion and seasonal trends are forecast to raise income to £7200–£8400 in months 8 and 9, peaking at £9600 by year end.

Month	Revenue (£)
1	3600
2	3600
3	4800
4	4800
5	6000
6	6000
7	7200
8	7200
9	8400
10	8400
11	9600
12	9600

6.2.2 Total Monthly Spend.

Projections over the first year of operations will have a gradual increase in monthly outgoings. This reflects growing business activity, such as increased utility costs, and stock purchases following customer demand. The monthly expenses start at £4020 in January and increase to £7415 by December. This planned increase supports business growth and aligns with anticipated operational demands. The total outgoings for the year are projected at **£72,415**.

Month	Monthly Spend (£)
1	4020
2	4040
3	4690
4	4715
5	5370
6	5370
7	6020
8	6045
9	6670
10	6720
11	7340
12	7415

6.3 Break Even Analysis

I carried out a break-even analysis to determine how many units need to be sold, or how much revenue needs to be generated, to cover both the fixed and variable costs of the business. This helps assess the financial viability of the idea and understand when the business will start making a profit (Schmidt, 2023).

I will sell 101 products daily at £3 each, generating around 2,200 units per month and, £6,600 monthly revenue. With a production cost of £1.50 per product, my profit margin is 50%, or £1.50 profit per sale.

With fixed costs on average of £6,000 I need to sell about 2,000 units to break even. Since I expect 2,200 sales per month, the business will make a profit after expenses.

- **Selling Price per cake:** £3.00
- **Variable Cost per cake:** £1.50
- **Fixed Costs per month:** £6,000
- **Cakes sold per month:** $101 \text{ cakes/day} \times 5 \text{ days/week} \times 4.33 \text{ weeks/month} = £2,200$

6.4 Ideal Number of Customers.

To make a comfortable living, I plan to sell 101 products daily, totalling £6,600 sales per month. With a £1.50 profit per sale, this generates around £3,333 gross profit monthly. After covering fixed costs, this provides enough income to run the business and pay myself a reasonable wage. This is worked out by $101 \text{ cakes} \times £1.50 = £151.50$ so this is the daily profit, our monthly gross profit is $£151.50 \text{ (daily profit)} \times 22 \text{ days} = £3,333$.

Therefore, 101 cakes per day is my ideal target for a sustainable income.

6.5 Maximum Capacity.

Lil Puddings Lounge will operate 8 hours per day with one staff member, allowing us to serve a steady flow of customers efficiently. We plan to serve 101 cupcakes a day comfortably, but our maximum production of bakes would be 175 per day.

- **£525** from counter sales ($175 \times £3$)
- **Total: £525 per day**

This projection shows that my business will be financially viable and capable of sustaining itself during its first year of trading.

6.6 Budgeting and Timeline.

I have created a budget outlining the estimated ongoing monthly expenses. The table below shows the main costs required to keep the bakery running day to day. This will help ensure I manage my money effectively and plan for financial sustainability.

Item	Estimated Monthly Cost
Shop Rent	£500
Ovens, Fridge, Freezer & Baking Equipment	£3000
Ingredients & Packaging	£3500
Business Insurance	£25
Rent	£500
Utilities & Cleaning	£160

6.7 Timeline.

The timeline below shows how I will continue to develop and grow the business during the first 12 months and after opening. It includes marketing activities, menu updates, customer engagement, and regular performance reviews.

Month 1	Grand Opening promote locally, gather customer feedback, monitor daily operations.
Month 2	Review sales, adjust menu based on bestsellers, improve efficiency.
Month 3	Launch loyalty card scheme or special offers to encourage repeat customers.
Month 4	Attend a local food market or event to promote brand.
Month 5	Evaluate suppliers and ingredient costs, look for ways to reduce waste or save money.
Month 6	Mid-year review: analyse profits, social media, and customer feedback.
Month 7	Launch seasonal products (e.g. summer-themed cakes).
Month 8	Start planning for Christmas season or other local holidays.
Month 9	Run a small marketing campaign (social media competition).
Month 10	Introduce new products to keep the menu on trend.
Month 11	Offer bulk or party orders in time for holiday season.
Month 12	End of year review: compare actual vs expected sales, plan improvements for Year 2

This timeline shows how I will grow the business, keep customers engaged, and review the businesses progress to stay on track in year one.

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Appendix A: CV

Janine Davies

Professional Cake Maker/Bakery Owner Sole Trader
Swansea, Wales | Janine@LilPuddingsLounge.co.uk | 07530668405

Personal Profile

Experienced and fully trained cake maker with over 15 years in the industry, including 7 years successfully operating a bakery as a sole trader. Skilled in all aspects of baking, with a strong track record in customer service and building lasting relationships with both customers and suppliers. Fully certified in food safety and allergy awareness qualifications. Also trained in first aid. Recognised for producing high quality baked goods and delivering friendly, professional, and attentive service.

Key Skills

- Bespoke Cakes
- Expert in artisan and traditional baking techniques
- Skilled in cake decoration, sugar craft, and custom design work
- Menu planning and product development for diverse customer needs
- Strong knowledge of food safety, hygiene, and allergen regulations
- Efficient in high-volume production while maintaining quality
- Proven ability to manage bakery operations independently
- Excellent time management and organisational skills
- Strong customer service and communication abilities
- Experienced in sourcing and managing supplier relationships
- Adaptable to seasonal trends and customer preferences
- Skilled in cost control, pricing, and stock management
- Competent with social media promotion and customer engagement

Professional Experience

Lil Puddings Cake Shop – Sole Trader, Swansea
Owner/Cake Maker | September 2018 – Present

- Successfully operated a bakery as a sole trader for 7 years, overseeing all aspects of daily operations including baking, staff coordination, and financial management
- Produced a wide range of baked goods, including cupcakes and dietary specific items
- Developed original recipes and seasonal menus based on customer demand and market trends
- Maintained strict hygiene and food safety standards, holding current certificates in food safety and allergen awareness
- Built and maintained strong relationships with regular customers and local suppliers, contributing to repeat business and a loyal customer base
- Managed stock taking, pricing, and cost control to ensure profitability and reduce waste
- Delivered exceptional customer service, consistently receiving positive feedback for friendly and professional service
- Promoted business through social media marketing and community engagement, increasing brand visibility and sales
- Provided bespoke cake services for events such as weddings, birthdays, and corporate functions

Appendix B: Menu and Price List.



Appendix C: Equipment List.

Category	Equipment
Baking Equipment	Commercial Ovens, Commercial Stand Mixers, Hand Mixer, Stainless Steel Counters, Microwave.
White Goods	Fridge & Freezer.
Baking Tools	Worktables / Counters, Mixing Bowls, Measuring Jugs, Spoons & Digital Scales, Baking Trays, Cake Tins, Rolling Pins, Cooling Racks.
Cake Decorating Tools	Turntable, Piping Bags & Nozzles, Spatulas & Scrapers, Cake Leveller / Cutting Wire, Fondant Tools & Cutters.
Cleaning and Safety	Dishwasher, Hand Washing Station, Cleaning Products, Aprons & Gloves, First Aid Kit, Fire Extinguisher.
Packaging and Display	Cake Boxes & Boards, Paper Bags / Eco Packaging, Display Fridge, Allergy Labels / Branding Stickers.
Other Essentials	POS System, Business Mobile Phone, Diary.

