

Certificate in Higher Business Skills for the Workplace

- Module: Enterprise and Entrepreneurship
- Module code: LCLM4006
- Assignment Title: Individual Presentation Pitch
- Lecturer: Mucahit Ozden
- Student Name: THERESA TITILOPE SADIQ]
- STUDENT ID:[2501313]

The background is a solid purple color. It features several abstract, organic shapes in a lighter shade of purple. Some of these shapes are filled with a white dotted pattern, while others are solid. The shapes are scattered across the frame, with some in the corners and others more centrally located.

Sweet Haven Pastry Shop

Sustainable Artisan Pastry Café

Prepared by Theresa T Sadiq



Business Overview

1. Artisan pastry café in Swansea
2. French-African-inspired pastries + vegan options
3. Locally sourced ingredients
4. Bee-friendly sustainability strategy



Mission Statement

“To create high-quality artisan pastries while supporting local biodiversity and promoting sustainable food practices.”



Bee-Friendly Sustainability Strategy

- Local honey sourcing

Pollinator-friendly planters

Zero-waste baking

Compostable packaging

Community bee workshops





Products and services

- Croissants, éclairs, tarts, macarons, Doughnut and Pies
- Vegan and gluten-free pastries
- Seasonal menu
- Event catering & pre-orders

Market Research (PESTEL)



Political: food safety, sustainability incentives



Economic: “affordable luxury” trend



Social: demand for ethical, artisanal food



Technological: social media, online ordering



Environmental: biodiversity concerns



Legal: allergen labelling, hygiene standard

Competition Analysis

- Independent cafés
- Bakery chains
- Supermarket bakeries

Gap: No bee-friendly artisan pastry shop in Swansea



Target Customers

- Students
- Professionals
- Families
- Eco-conscious consumers
- Food enthusiasts



Marketing Strategy

Instagram &
TikTok
campaigns

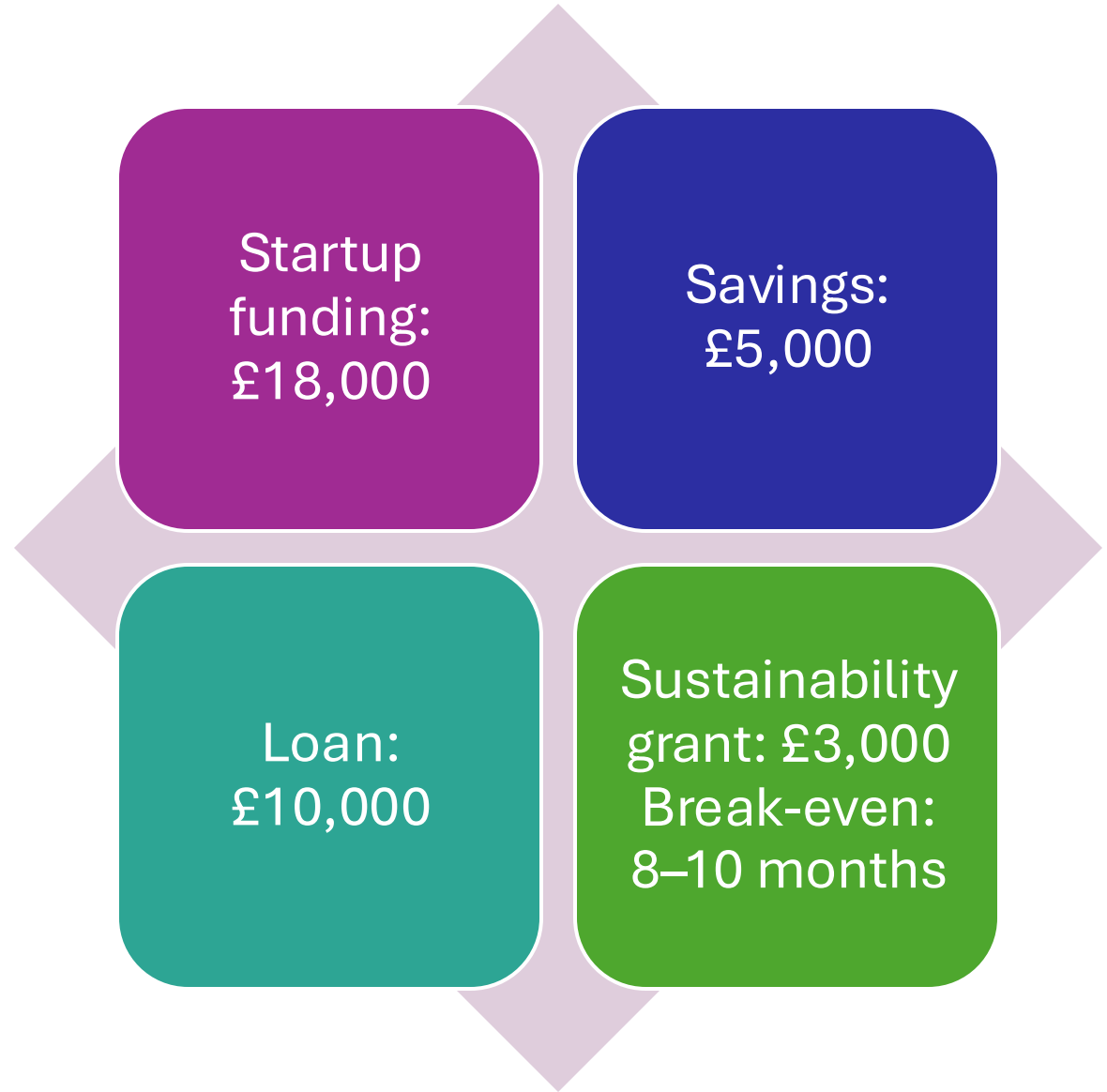
Local
partnerships

Eco-branding

Loyalty
programme

Website with
click-and-collect

Financial Overview



Revenue Forecast



Conclusion



SWEET HAVEN PASTRY
SHOP IS:



SUSTAINABLE



COMMUNITY-FOCUSED



FINANCIALLY WORKABLE



ENVIRONMENTALLY
RESPONSIBLE **A STRONG**
INVESTMENT
OPPORTUNITY.



REFERENCE LIST

- Reference List
- *Startups.co.uk (2024) Bakery start-up costs in the UK. Food Standards Agency (2024) Guidance for food businesses.*
- *DEFRA (2024) Sustainability and Food Waste Reduction Guidelines.*
- *UK Government. Food Standards Agency (2024)*
- *Food Hygiene Regulations and Allergen Labelling. IBISWorld (2024)*
- *UK Bakery Industry Report. Mintel (2023)*
- *Consumer Attitudes Towards Ethical Food Production.*
- *Statista (2024) Demand for Vegan and Allergen-Friendly Products in the UK.*