

Individual Written Business Plan

Student Name: Diana Sabrina Bechian

Student ID: 2419518

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Lecturer: Trinh Nguyen Thi Ngoc

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1. Overview of the Business Idea

The business idea is to open a local bakery named Galany Cakes&Bakery specialising in freshly baked custom cakes, cupcakes, and complementary treats such as cake slices, mini desserts, boxes of mix mini cakes, seasonal baked goods and morning breakfasts. High-quality, aesthetically pleasing and tasty cakes prepared using premium ingredients will be the bakery's focus. Consumers would be able to pre-order through a website or social media channels, put bespoke orders for occasions like birthdays or weddings and stroll into the bakery to buy ready-made products. Additionally, the bakery will also provide takeaway and local delivery.

2. Management Structure

The management structure will initially be small, led by myself the owner who will serve as the head baker and manager, administering day-to-day operations, baking, customer service, and inventory. A full-time assistant baker and a front-of-house staff member will be hired to help with baking and managing customer interactions. As the business grows, a part-time delivery driver or additional baking staff may be added.

3. Legal Format

The bakery will be registered as a private limited company is a separate legal entity from its owners also known as shareholders. This separation means that the personal assets of shareholders are generally protected if the business incurs debts or faces legal claims (Lawhive.co.uk, 2025). Galany Cakes&Bakery will be registered as a Private limited company to provide the business with legal protection, make it more credible in the eyes of suppliers and customers, and facilitate future growth and funding options.

Limited liability, which protects your personal assets if the business experiences financial difficulties. Furthermore, having a registered limited liability business lends legitimacy and professionalism, which promotes trust among lenders, suppliers, and consumers. Additionally, since you can pay yourself a combination of dividends and salaries, it might provide greater tax efficiency. But there are drawbacks as well, such as additional paperwork and administration, like submitting tax returns and annual accounts. I can get around this by managing my accounts with reasonably priced

accounting software or by employing an accountant. Reduced privacy is another problem, as company information is made public by Companies House. However, you can safeguard your residential address by using a registered office service. Reduced privacy is another problem, as company information is made public by companies House. However, you can safeguard your residential address by using registered office service.

4. Pestle Analyses

PESTLE analysis identifies and evaluates how Political, Economic, Social, Technological, Legal, and Environmental factors impact business operations. The strategic planning framework helps business and project managers in the decision-making process (Makos, 2024).

I have conducted a PESTEL Analysis for my business Galany Cakes&Bakery to understand the internal and external factors.

In terms of **political**, Speciality ingredient imports may be impacted by any changes to trade regulations, particularly those resulting from Brexit. There may also be access to government grants or funding schemes aimed at supporting small and local businesses that I will use as a startup funding source for the business.

Economically While inflation may impact ingredient costs, the food and bakery sector remain relatively stable even during economic downturns. If the local economy is growing, there may be more disposable income available for premium baked goods and festive cakes.

Social: In terms of **social** factors, consumers are increasingly interested in personalised, locally made, and healthier food choices (Mallport, 2024). Therefore, I will choose ingredients from local farmers such as eggs and milk. The popularity of custom cakes and treats for events continues to grow (Spherical Insights, 2025). Additionally, there is strong consumer support for independent and artisanal businesses, particularly those that offer a personal touch. Consumer preferences are being formed by trends like vegetarianism, gluten-free diets and a desire for visually appealing, Instagram-worthy goods. (Eze and Mena, 2024)

Technological Opportunities to improve customer satisfaction and expedite processes are presented by technological variables. For Galany Cakes and Bakery using digital tools such as online ordering systems, point-of-sale technologies, and social media platforms. Social media, in particular, will play a crucial role in showcasing custom cake designs and engaging with customers. Business operations will heavily rely on the usage of social media marketing, e-commerce platforms, delivery tracking system and cake design software. Data driven marketing and improved customer service are also made possible by technology.

Environmental From an environmental perspective, there is a rising demand for eco-friendly packaging and waste reduction in the food industry. (Saveth, 2023) I will use for my business eco-friendly packaging and try to reduce food waste as much as possible by having a I Sourcing organic and local ingredients where possible can also contribute to the brand's positive environmental impact. For example, getting the key ingredients from local farmers and producers like milk, eggs.

Legal considerations include adhering to employment law, data protection regulations for online customers, allergy labelling requirements, and food hygiene standards. Galany Cakes&Bakery must obtain the required licenses to run a food outlet and abide by local laws regarding food safety and hygiene, employment legislation, including minimum wage and working hours.

5. Marketing strategies

Galany Cakes & Bakery will use a variety of marketing techniques with the goal of establishing a strong local presence and online awareness to efficiently reach retain customers. Social media, especially websites like Facebook, Instagram, and TikTok which are perfect for displaying aesthetically pleasing baked items and behind-the-scenes baking content, will be crucial. To keep followers interested and increase brand recognition, regular posting, reels, stories, and user-generated content will be used. In addition to supporting online pre-orders, a well-designed website with an intuitive ordering system will showcase the bakery's products, prices and feedback from customers. To promote recommendations and return business, the bakery will use printed materials like fliers, posters and loyalty cards; the points added on the cards will turn into discounts for products and free items. Loyalty programs include rewarding repeat customers with certain benefits such as exclusive discounts, early access

offers, redeemable points for their purchases, and more (Geyser, 2020). Also, if customers will refer friends and family, they will get a free baked good and a drink for every referral. Limited-edition goods, launch parties, and seasonal promotions will create excitement and boost foot traffic. Offering outside of the bakery free tasting samples will attract customers and increases sales. Also, word of mouth as people will be speaking about the new bakery and the product they tasted.

6. The amount of the funding required and the source of founding

To successfully launch Galany Cakes and Bakery, a total of approximately **£35,000** is required to cover initial startup and first-month operating expenses. The proposed funding sources include **£8,600** from my personal savings, **£16,000** through Uk Government start up loan and **£5,400** from family and friends. These sources were chosen for their accessibility, flexibility, and to minimise financial risk. The bank loan will be requested due to structured repayment options and possible government-backed schemes for small enterprises.

	MONTH
Cash in	1
UK Government start up loan	£16,000
Friends and Family	£5,400
Personal savings	£8,600
Sales (total sales of product and/or services)	£5,000
Other	
Total cash in-flows (A)	£35,000

7. Main startup expenses expected in the first month of operations.

A comprehensive estimated first of the month startup expenses has been successfully prepared to ensure effective financial planning and a responsible use of the funding.

	MONTH
Cash out-expenses	1
Rent or premises costs	£1,800
Business rates for your business premises	£600
Utilities (gas, electricity, water)	£500
Insurance	£350
Telephone and internet	£150
Marketing and advertising expenses	£1,500
Vehicle running costs	£450
Equipment purchase or leasing	£10,000
Postage, printing, stationery	£300
Transport and delivery	£600
Professional fees (legal, accounting etc.)	£1,400
Cost of sales (Cost of product) ingredients	£3,560
Wages your own	£0
Staff wages	£2,500
Website & Online Ordering Platform	£1,500
Furniture & Interior Setup	£2,950
Total cash out-flows (B)	£28,160
Your net cash flow (A-B)	£6,840

8. Conclusion

In conclusion, Galany Cakes & Bakery wants to become a popular, locally loved bakery that specialises in handmade baked goods and personalised cakes. The company is well-positioned to satisfy the rising demand from customers for unique and aesthetically pleasing delights thanks to its emphasis on premium ingredients, individualised service, and modern digital engagement. The bakery's credibility and growth possibilities are increased by the private limited company structure that was selected, which also provides financial and legal security. Supported by a sound management strategy, focused advertising campaigns, and a realistic financial approach, Galany Cakes & Bakery is prepared to launch with a strong foundation for success and long-term sustainability in the local market

9. References

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