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Task 2: Business Plan Presentation

Business Plan presentation

Overview

- Baked Crumb Cravings will be a Vegan Bakery subscription-based service, which will be significant for customising cakes, artisan breads, as well as cookies.

Market analysis

- Critical market analysis showcases that 2.5 million people in the UK are attracted towards these kinds of businesses.
- Further, 4.7% adults are more likely to be vegan, which can be the targeted individuals in the organisational context.




(VIVA, 2025)

Overview

Baked Crumb Cravings will be a Vegan Bakery subscription-based service, which will be significant for customising cakes, artisan breads, as well as cookies. The focus on the business will be to leverage an effective presence in serving vegan products to the emerging customer base. With a USP of customisable orders, subscription options and a focus on the niche market, the business is expected to achieve success.

Market analysis

Critical market analysis showcases that 2.5 million people in the UK are attracted towards these kinds of businesses (Dodds, 2025). Further, 4.7% adults are more likely to be vegan, which can be the targeted individuals in the organisational context. Market analysis showcases how companies can consider success in business (VIVA, 2025).

Target Market

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Competition

- Greggs and GAIL's Bakery can also be considered as one of the major players in this field while leveraging effectiveness through their diversified services

Target Market

- Dietary-restricted Vegan people, Lactose Intolerants, and Egg Intolerants are mainly expected to be the core targeted individuals in the organisational context.

(Dodds, 2025).

Dietary-restricted Vegan people, Lactose Intolerants, and Egg Intolerants are mainly expected to be the core targeted individuals in the organisational context. With an effective targeted approach, individuals are more likely to be attracted towards the business.

Competition

Existing bakeries and potential vegan pastry shops are the competition for the new business. Greggs and GAIL's Bakery can also be considered as one of the major players in this field while leveraging effectiveness through their diversified services (Clark and Dear, 2021).

Financing and budget

CONTD...

Financing and budget

- £47,500 will be the overall requirement as a cost for the organisation, which can be significant in leveraging effectiveness in the business context.

Risk

- Financial risks, as well as challenges associated with managing organisational effectiveness, will need to be managed.



(Clark and Dear, 2021)

£47,500 will be the overall requirement as a cost for the organisation, which can be significant in leveraging effectiveness in the business context. Incorporation of different aspects of the business will be expected to manage their funding through bank loans and personal assets (Lopes, 2025).

Risk

Financial risks, as well as challenges associated with managing organisational effectiveness, will need to be managed. While operating in the industry, regulatory and food safety-related risks also need to be complied with by the organisations. However, the incorporation of marketing can cause critical risks associated with competition.

References



References

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