



Galany Cakes&Bakery

Student name: Diana Bechian
Student Id: 2419518
Lecturer: Trinh Nguyen Thi Ngoc



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Galany Cakes&Bakery



- Galany Cakes&Bakery is a local bakery specialising in cupcakes, custom cakes and complimentary treats.
- The products and services are as follows :
- Custom cakes for weddings, birthday and any special occasion
- Boxes of assorted mini cakes and seasonal baked goods
- Cakes slices, mini desserts, macarons and cupcakes
- Pastries and breakfast items
- The takeaway and local delivery service is available
- Ordering online via a website or social media
- Custom orders for events
- Walk in sales of premade goods and order products available



Management Structure

- Initially ,the Management structure will remain small and straightforward.
- I will be the Owner/Manger with an experience of 4 years as a home-based baker that will be the Head baker: Responsible for daily operations ,baking, inventory and customer service.
- An assistant Baker (full time) : helping with baking, preparation and kitchen management
- Front of the house staff: handles customer interactions, sales and store presentation
- If the business expands more staff will be added to support the increased demand

Legal Format

The Galany Cakes&Bakery will register as Private Limited Company (LTD).

This structure offers several advantages:

- Limited liability protects personal assets if the business faces any financial difficulties or legal challenges
- It will be professional and enhances trust among suppliers' lenders and customers.
- Tax efficiency

However, there are disadvantages :

- Lots of paperwork, more complicated to set up ,needs filling annual accounts and corporation tax returns



Pestel Analysis

Factor	Impact on Galany Cakes&Bakery
Political	-Benefits from Government start up loan support and funding -Needs to comply with local food hygiene and health and safety regulations -Possible increase in ingredients costs due to trade policies/Brexit -Must follow local waste disposal and suitability requirements
Economic	-A rise in ingredients and energy costs may reduce profit margin -Inflation costs rising and customer spending may affect sales -Need for flexible pricing and product strategies to remain competitive
Social	-Demand for high quality hand made and aesthetically pleasing cakes is rising -opportunities to attracts customer by interactions on social media -Dietary trends must accommodate to (vegan, gluten free ,low sugar) -Online ordering and delivery is necessary as its expected by customers
Technological	-Digital tools improves productivity and customer experience -System for online ordering and delivery expand customer reach -Sales of point system to manage sales, manage inventory and collect data about customers
Environmental	-The use of eco friendly packaging will strengthen the business reputation -Reducing food waste can cut costs and improve sustainability -Sourcing from local suppliers lowers carbon footprint and supports community, more affordable prices and bio products like milk, egg from local farmers
Legal	-Strict compliance with food hygiene and allergen labeling is essential -GDPR compliance required for handling online customer data -Must follow employment laws for fair staff management

Marketing Strategies

The objective of Galany Cakes&Bakery is to establish a strong local presence and online awareness of the business to effectively attract and retain customers.

Digital Marketing :

Social Media Focus;Facebook,Instagram and TikTok

- posting reels, stories and user generated content to boost engagement and recognition
- By showcase visually appealing baked goods and behind the scenes baking content

Website and Online orders:

- Creating a well-designed ,user-friendly website to include option of pre order system, products gallery, prices and customers reviews.
- Easy navigation and mobile compatibility.

Offline Marketing:

Use of **flyers, posters and business cards** to reach the local community

Loyalty Programme; loyalty cards turns points into discounts or free products

- Reward repeat customers with exclusive offers



Amount of funding required and the source of the funding

Amount of funding required is £35,000

- It will cover initial start up cost like equipment's ,supplies,linceses
- Includes the first month operation expenses such as rent, salaries, ingredients and utilities

Source of the founding:

- **Personal savings-£8,600**
- Demonstrate personal interest and commitment to the business
- **Government start up loan -£16,000**
- Offers structed repayments options and mentoring
- **Friends and Family-£5,400**
- Accessible and 0 interest rate
- Helps in minimise external financial risk.

Initial Cost

	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
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	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



Conclusion

In conclusion Galany Cakes&Bakery will satisfy the rising demand in the area for unique and eye-catching baked products by providing handmade, customised sweets created with premium ingredients. The bakery is prepared for a successful and long-lasting launch with strong digital engagement, efficient management, and an established financial plan.



Thank you

For more details to order
Contact :07778021345