



Business Plan for artisan bakery



Ines Kasson

Student ID: 2429318

Module title and code:

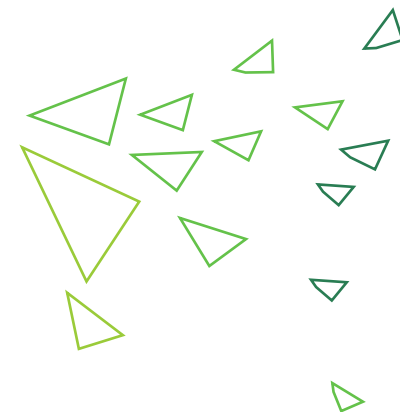
LCLM4006 – Enterprise and Entrepreneurship

Lecturer: Charles Obinwa

Task : Individual Business Plan Presentation

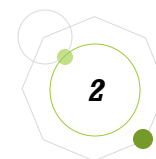


SweetRise Bakery



SweetRise Artisan Bakery will be a small, high-quality bakery specialising in freshly baked sourdough bread, pastries, cakes, and a small selection of savoury items. The bakery will focus on producing artisanal baked goods using natural, locally sourced ingredients.

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Product and Service Offering



Freshly baked bread
(sourdough loaves,
baguettes, wholegrain
loaves).



Pastries and sweet
treats (croissants,
cinnamon rolls,
muffins, brownies).



Celebration cakes
made to order.



Hot and cold
beverages (specialty
coffee, teas, soft
drinks).



Small event catering,
including afternoon
tea platters and
pastry boxes.

Management Structure:

- The bakery will have run with a simple management structure that is suitable for a small startup. The founder will run as the Managing Director, responsible for overall business strategy, finance, and marketing. A Head Baker will manage production, while a small team of Bakery Assistants and Front-of-House Staff will manage daily operations which is dealing with customers and handling sales

Proposed roles:
• Managing Director (Founder)
• Head Baker
• 1-2 Assistant Bakers
• 1 Front-of-House staff member
• Part-time weekend support staff

- Legal Format:**
- SweetRise Artisan Bakery will be registered as a Private Limited Company (Ltd). This structure protects the owners from personal financial risk, builds trust with suppliers, and it makes it easier to apply for loans or attract investors. The founder will own all shares at the start, with the option of sharing ownership in the future if needed.

Environmental Analysis (PESTEL)

A PESTEL analysis helps examine external factors that might affect SweetRise Artisan Bakery.

• **Political Factors**

- The bakery must follow food hygiene laws, employment rules, and health and safety regulations. Inspections from environmental health officers are common in the food industry. Government policies on VAT or support for small businesses can also influence the bakery. Some local councils offer grants or programmes to help small food businesses open, which may help the bakery.

• **Economic Factors**

- Economic conditions can affect both the cost of running the bakery and customers spending habits. Rising prices for ingredients like flour, butter, and eggs increase the cost of production. Energy bills and rent are also major expenses. Many customers are also willing to pay more for high-quality artisan products, which supports the bakery's business model.

• **Social Factors**

- People today are more interested in fresh, handmade, and locally sourced food. Many prefer to support small businesses rather than buy mass-produced supermarket items. Trends such as vegan diets, gluten-free diets, and clean eating may also influence the bakery's menu.

• **Technological Factors**

- Technology plays an important role in both production and marketing. Modern bakery equipment like efficient ovens, mixers, and proofing cabinets can help improve quality and reduce time spent on manual labour. Digital tools such as online ordering systems, card payment machines, and inventory software help manage the bakery smoothly. Social media platforms like Instagram and TikTok are powerful marketing tools that can help the bakery reach more people without having to spend a fortune.

• **Environmental Factors**

- Customers are becoming more environmentally conscious. Many prefer business that reduce waste. Use recyclable packaging, and support local suppliers. SweetRise will focus on sustainability by reducing plastic use, choosing recyclable materials, and working with nearby farms and mills. This helps the environment and strengthens the bakery's brand image.

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Legal Factors

Food Safety Act 1990

- **General Food Hygiene Regulations**

Health and Safety at Work Act 1974

Employment laws regarding wages, contracts, and working hours

Failure to meet these regulations could result in fines or closure, therefore a strict compliance is essential.

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Marketing Mix (4Ps)

- **Product**

- SweetRise will emphasise product freshness, unique techniques, and attractive presentation. Speciality items like sourdough loaves, seasonal pastries, and customised cake will differentiate the bakery from the supermarket competitors.

- **Price**

- The bakery will aspire a value based pricing strategy but still aim to make it affordable. This will reflect the higher quality ingredients and craftsmanship. Prices will be slightly competitive with other bakeries in the areas.

- **Place**

- The business will operate from a high footfall location, ideally near a residential area, local market or high street. Distribution includes:
 - In-store purchase
 - Online pre-orders
 - Local event catering
 - Subscription deliveries within a fixed radius

- **Promotion**

Promotion strategies will include:

- Social media marketing on Instagram, Tiktok and Facebook, showcasing daily bakes.
- A professional website with online ordering functionality
- Loyalty cards offering discounts and a certain amount of purchases.
- Collaborations with local cafes, florists and markets.
- Participation in local community events such as fairs and food festivals
- Discounts or free samples during the grand opening week.
- Word of mouth marketing is also expected to be a major driver of customer engagement, especially within local communities.

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Funding Requirement

£45,000

SweetRise is seeking £45,000 in funding to cover initial startup costs and first month operating expenses

This funding will ensure the bakery can secure a suitable location, buy equipment, and support cash flow during the launch phase.

Source of Funding

£20,000

Of owners' investments-
showing strong commitment
and reducing external
borrowing

£15,000

bank loan – suitable for
equipment purchases
because of predictable
repayment schedules

£10.000

small business grant
or investor
contribution- both of
which can reduce
financial pressure.

Startup Expenses for the First Month.

Category & Estimated Cost

- Rent + Deposit - £6,000
- Bakery Equipment - £18,000
- Furniture and shop fittings - £3000
- Licenses and permits - £500
- Packagings materials - £800
- Insurance - £700
- Marketing and branding - £1,500
- Website and online systems - £1000
- Staff Wages (first month) - £10,000
- Utilities - £1000
- Contingency fund - £1000
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References

- Department for Business, Energy & Industrial Strategy (2021) Business Support: Guidance for small business. UK Government
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- Mintel (2023). UK Bakery and Bread Market report. Mintel Group Ltd.
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- Health and Safety Executive (2021). Health and Safety at Work Act 1974: Guidance for Employers. HSS.
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