



# PROPOSAL AND MARKETING PLAN

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The city of Los Santos is in need of a new niche business that combines high-end gourmet freshly made pastries and chocolates with the convenience of providing high quality flower arrangements and small gifts for any special occasion. Flour Shop focuses on supporting local markets with a special focus on satisfying the needs of their simp clientele all around town.

*Flour Shop*

Hawick Avenue & Alta Street  
Los Santos, San Andreas

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# Flour Shop Marketing Plan

## Site Location: Hawick Avenue & Alta Street

- ✓ Upon permit approval, property currently known as “Trey Bakery” will be purchased by applicant and all necessary paperwork will be transferred to state official to begin construction of renovations.

(Reference: <https://hanestudios.tebex.io/package/4449250>)







### CONSTRUCTION NEEDS

\*Once construction is complete on building, alterations *wanted* would be a countertop where items can be placed / picked up with each other's 3<sup>rd</sup> eye function. If possible, the register can be used for requesting payment / fulfilling payment with their 3<sup>rd</sup> eye function. (Not required, but small additions that can be added for OORP) A crafting table/option near stove for assembling food items and crafting table/option on open back countertop for assembling flowers and other items. If crafting option is preferred method of product delivery, I would like to request a storage in the











### Dog Treats



### Drinks





Flowers





### Misc. Cards



### Gift Bags



### Bears



### Badges



### Dog Chew Toy



### **CONSTRUCTION NEEDS**

Food and drink products need to contain simple food and drink relief. I was hoping to have my flowers be “used” and it would relieve a portion of stress and leaving customers feeling happy. In addition, I was hoping gift bags was able to function as a small inventory that opens when it’s used, which will contain customers items that can be handed between each other.



## BAKERY MENU

*\*ALL FOOD PRODUCTS SHOULD BE CONSISTANT INVENTORY, WITH PLANS TO MANAGE INCOMING NEW PRODUCTS BASED ON SEASON TO CONTINUE TO DRIVE NEW CUSTOMERS TO STOP IN.*

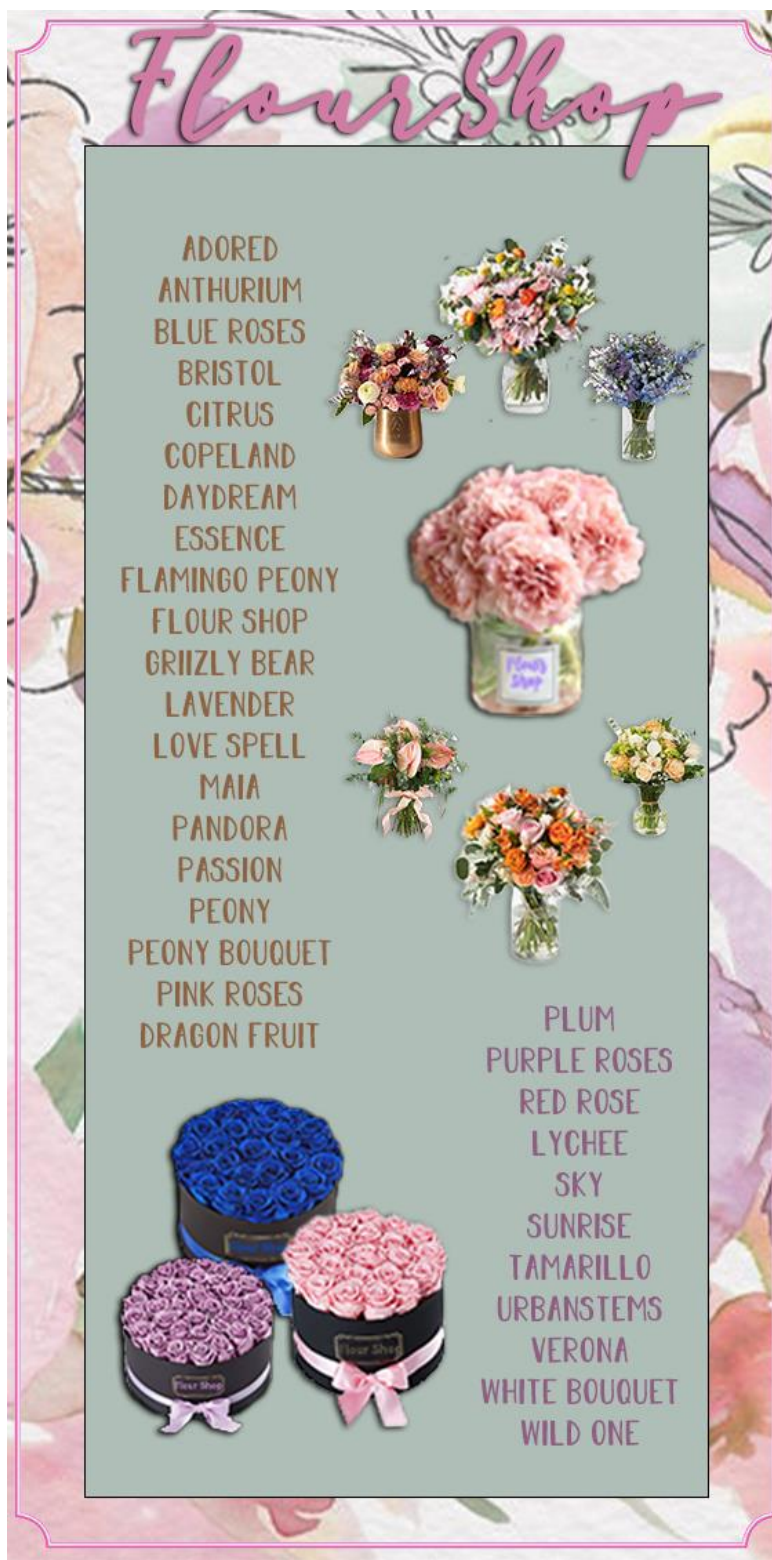






## FLORAL LISTING

*\*ALL FLORAL OPTIONS DO NOT NEED TO BE IMMEDIATELY AVAILABLE; I HOPE TO MANAGE INCOMING NEW PRODUCTS BASED ON SEASON TO CONTINUE TO DRIVE NEW CUSTOMERS TO STOP IN.*



# PRICING

*\*ALL PRICING SUBJECT TO CHANGE WHEN FACTORING PRODUCT LOGISTICS COST.*



## Bakery

<h3>Donuts</h3> <p>Single Regular.....\$3.00          Single Special.....\$5.00          Dozen Regular..\$36.00          Dozen Special...\$60.00</p>	<h3>Misc. Treats</h3> <p>2 Tier Cake...\$175.00          Chocolates.....\$20.00          Truffles.....\$30.00          Dog Treats.....\$10.00</p>
<h3>Muffins</h3> <p>Single.....\$4.00          Dozen.....\$48.00</p>	<h3>Pies</h3> <p>Slice.....\$8.00          Whole.....\$48.00</p>
<h3>Cupcakes</h3> <p>Single.....\$7.00          Dozen.....\$84.00</p>	<h3>Cookies</h3> <p>Single.....\$3.00          Dozen.....\$36.00</p>
<h3>Drinks</h3> <p>Americano.....\$4.00          Iced Chai Latte.....\$6.00          Iced Black Coffee.....\$4.00          Iced Coffee w/ Cream...\$5.00          Iced Tea.....\$5.00          Infused Water.....\$3.00          Milk.....\$5.00          Orange Juice.....\$4.00          Apple Juice.....\$4.00</p>	





# Floral & more



## Bouquets

Single.....	\$500.00
Standard.....	\$1,000.00
Deluxe.....	\$2,000.00
Premium.....	\$3,000.00



## Cards

Single.....	\$100.00
Value Pack.....	\$1,000.00
Badge.....	\$1,000.00



## Plushie



Medium Plush.....	\$2,500.00
Holiday Special.....	\$5,000.00
Dog Toy Plush.....	\$1,000.00

## Gift Bags



Decorative Bag.....	\$100.00
Decorative Box.....	\$100.00

## PURCHASING SUPPLIES

**(POTENTIAL IF CRAFTING IS SELECTED)**



### MAIN STREET, GRAPESEED “GRAPESEED FARMER’S MARKET”

Owner and associates of Flour Shop can purchase the following ingredients, products, and tools at either the Farmer’s Market doors or You Tool. Recipe for baked goods and drinks will be determined at a later stage in the business proposal.

- |  |               |              |
|--|---------------|--------------|
| • Purchasing of seeds for variety of flowers | • Apple       | • Vanilla    |
| • Sugar                                      | • Peach       | • Cinnamon   |
| • Flour                                      | • Cherry      | • Pecan      |
| • Milk                                       | • Banana      | • Strawberry |
| • Butter                                     | • Blueberries | • Carmel     |
| • Eggs                                       | • Raisins     | • Raspberry  |
| • Water                                      | • Lime        |              |
| • Chocolate                                  | • Lemon       |              |
|  | • Sprinkles   |              |





## SENORA FREEWAY, GRAND SENORA DESERT “YOU TOOL”

- Shovel
- Scissors
- Watering can
- Fertilizer
- Paper
- Boxes
- Ribbon
- Build-A-Bear kit
- Mixing bowl
- Hand mixer
- Baking pans

# PRODUCING SITE

(POTENTIAL IF CRAFTING SELECTED)

(FLORAL)



## GRAPESEED AVENUE, GRAPESEED

Owner and associates of Flour Shop are to plant various seeds, fertilize, water, harvest on the dirt mounds on Grapeseed Avenue, Grapeseed. Bouquets and gifts are crafted on shop site at back counter with proper ingredients.

### Recipe

\*\*All floral items to grow will consist of tool ingredients of shovel, watering can, fertilizer, scissors, + variant of seeds which can be determined at a later stage in business proposal.

THANK YOU FOR YOUR CONSIDERATION.

