



GIVE IT A WHISK
EVERYONE DESERVES DESSERTS

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WHO WE ARE?

WE ARE GIVE IT A WHISK AN ARTISAN BAKING COMPANY WITH A GOAL OF ENSURING PEOPLE HAVE DIET RESTRICTIONS FEEL INCLUDED, AND ARE ABLE TO ENJOY FOOD THE SAME WAY ANYONE ELSE DOES. WE WANT TO ENSURE THAT WE KEEP WASTE TO A MINIMUM AND ENSURE OUR INGREDIENTS ARE AS LOCALLY SOURCED AS POSSIBLE. WITH THE MAIN GOAL TO BE AS ECONOMICAL AND ETHICAL AS POSSIBLE.



FROM SCRUMS TO SCONES



Strengths

My Strengths include:

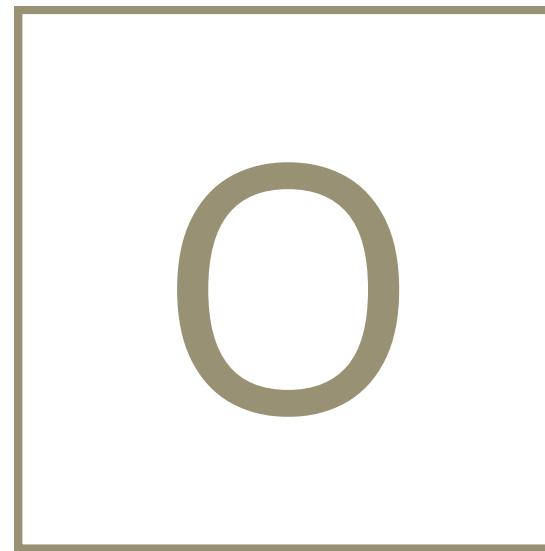
- My creativity and desire to bake new recipes.
- I engage with other content and consumers, as well as competitors in order to see what trends are occurring.



Weaknesses

My Weaknesses include:

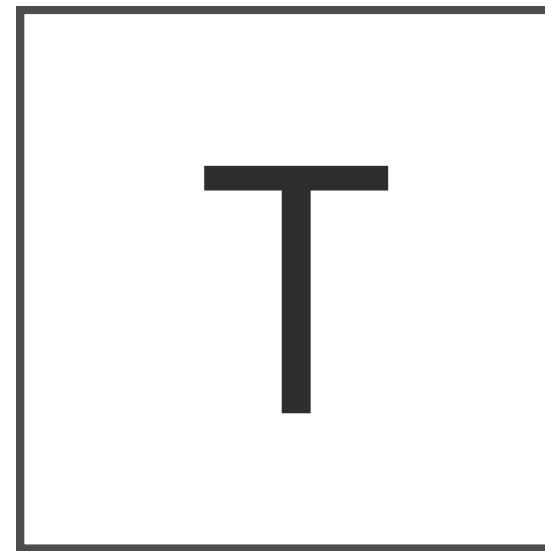
- No solid content schedule or plan, currently a work in progress.
- Current posting schedule
- Lack of current recipes
- creating brand and content pages
- I'm a new creator and have a lot to learn.



Opportunities

My Opportunities include:

- Trying something new
- Baking Tok is currently trending.
- Other opportunities include utilising an aggressive algorithm in terms of promotions and content.
- Opportunities to potentially look into supplying and pop ups for events around the local area.



Threats

Current Threats Include:

- A market which is saturated.
- Location is close to other artisan bakeries.
- The algorithm might not favour my content. The algorithm can be a threat to content, just as much as an opportunity.

VISION

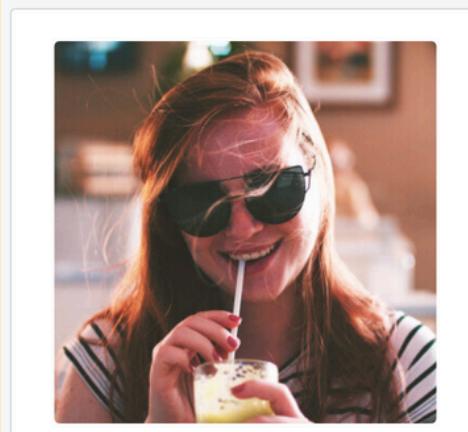


To be Manchester's most loved and trusted bakery, where everyone can indulge in delicious treats made. We're passionate about crafting exceptional gluten-free and vegan sandwiches and bakes, baked with passion and will use the finest ingredients sourced directly from ethical farmers and within local communities. We envision a world where dietary needs are not a barrier.

MISSION

We're committed to providing delicious and inclusive options while supporting our community and promoting sustainable practices, one delightful whisk at a time. Our mission also includes ensuring that we are keeping our waste to a minimum and becoming a business which wants to become carbon zero.

BUYER PERSONA AND TARGET AUDIENCE



Archie Schinner(copy)

Demographic info

Age
30

Location
Mancheser

Family Status
Single Professional

Education level
BS Computer Science

Income level
£45,000

+ Add field

Bio
Archie is a young female professional, who lives in the Greater Manchester area. She likes convenience but inexpensive solutions and is also vegan so struggles to find quality vegan products. Archie is currently dating and works within the [Tech](#) industry.

Frustrations (pain points)
Struggles to find quality lunch items, which are vegan or has multiple vegan options.
Likes to go to places which bakes in house and supports other local businesses.

About the company

Industry
Information Technology

Size
500 +

+ Add field

Motivations (goals)
Would like to maintain a work life balance, meaning she enjoys healthy food and would also be willing to pay for the quality.

Factors influencing buying decisions
Vegan and Gluten Free multiple options.
Locally and Ethically Sourced.
Sustainable Business -

Position info

Job title
Software Developer

Key job responsibilities
- Identify potential errors, Security f:

Reports to
Team Leader

Subordinates
Junior Developers

+ Add field



Ollie Balistreri

Demographic info

Age
28

Location
Manchester

Family Status
Co-habiting

Education level
Masters in Business

Income level
£35,000

+ Add field

Factors influencing buying decisions
Quality for products, and reasonably priced, in addition to these factors influencing buying a product will include ethical decisions and how a product is sourced.

Bio
Ollie, is a keen photographer, during his free time. He enjoys going for long walks with his partner, and will often opt to have lunch when they are out of the house. Ollie and his partner like to have options when it comes to having something to eat.

Frustrations (pain points)
Finding places which understand the difference between Celiac and Gluten intolerance, and understand why having Gluten free options are necessary.

Gains from my product
There is variation in my product, and it means that people can enjoy vegan and gluten free products for a reasonable cost, and they know that they are getting quality product.

Communication

Channels
TikTok, YouTube - It has been identified that this audience use TikTok and YouTube mainly.

Content types and formats
TikTok will be used for promotions and competitions - short based content.

YouTube Themes
Recipe based and BTS

TikTok Themes
Competitions, product promotion

+ Add field

Quote
I like to have options when it comes to food, but also like to feel included even when I have diet restrictions such as being Celiac, and obviously being unable to eat gluten.

Motivations (goals)
I want to help raise awareness of Celiac disease, as well as inform people of the importance to also be inclusive for all diets. I am also wanting to raise awareness around businesses using local produce and ethically sourced ingredients. This is why I completed a masters in business.



OUR SERVICES



Pop-up Stall

pop up stalls would be available to hire for large events through festival season, as well as utilising farmers markets and makers markets within the local community.



On-line Orders

Online orders would be purchased through a website, there would be a variety of products, which would then be put into two different products, the idea would be that people can order different variety boxes.

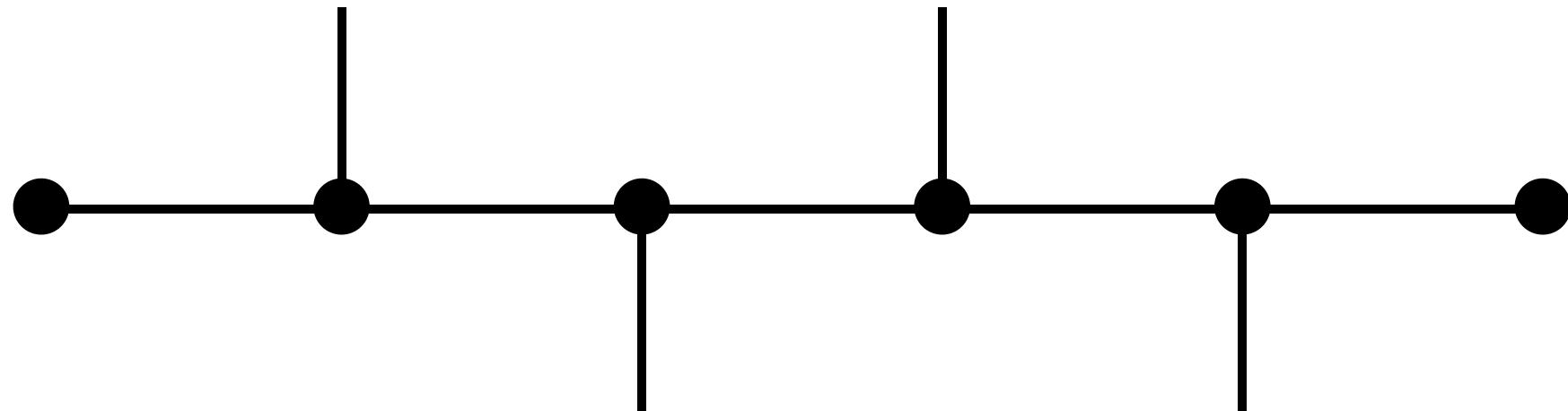
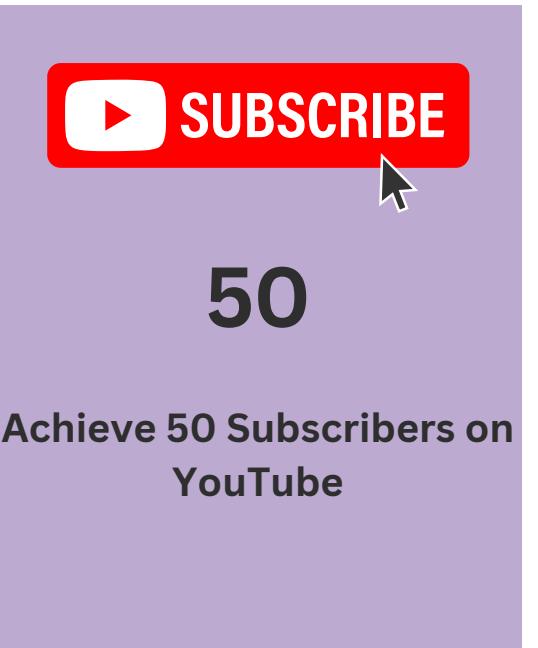
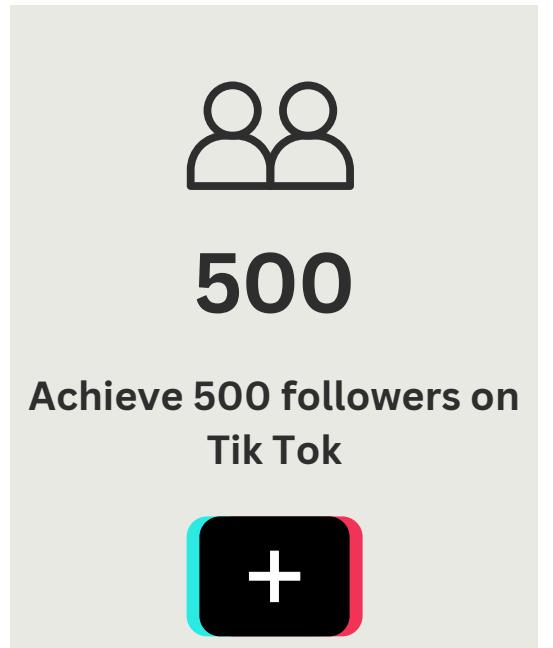
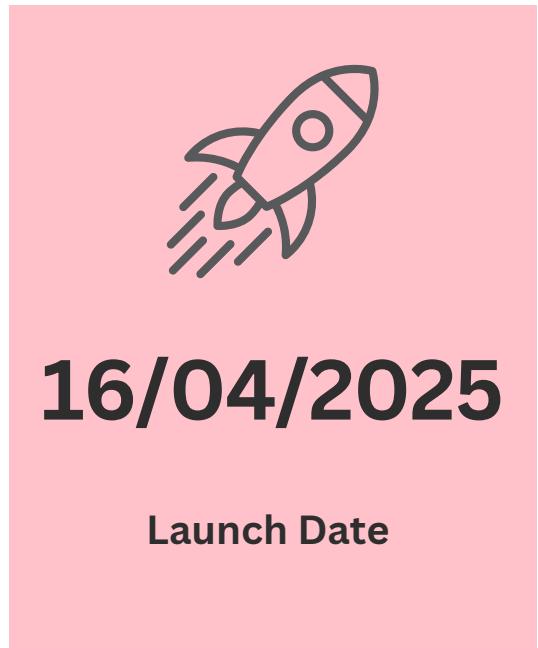


Supplying

I would like to collaborate with small local businesses, and be able to supply these businesses with specialised products. Local offices and businesses could also order items in bulk for events, such as conferences.

MILESTONES

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SCOPE OF WORK





Creative Presentation

Our Project 2

reallygreatsite.com

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes,

Creative Presentation

Thank You

hello@reallygreatsite.com

+123-456-7890

www.reallygreatsite.com

123 Anywhere St., Any City, ST 12345

January 2023