The Bronx Deli and Bakery will offer customers bakery items and sandwiches.  It is a restaurant, a bakery and a coffeehouse all rolled into one. Located in the heart of the growing Willow Creek section of Richmond(in business premises).

The sales strategy of the Bronx Deli and Bakery is simple. The key to customer satisfaction is providing an exceptional product at affordable prices in an environment that is as entertaining as the food.

The start-up cost of the Bronx Deli and Bakery will consist primarily of kitchen equipment and dining set-up. Alex Coval(he does’t now) will invest $80,000. He will also secure a $50,000 SBA loan.

The Bronx Deli and Bakery will serve a community of 25,000 residents that is made up of students attending State University and families attracted to the new home construction in the area. Currently, the area is served by three small restaurants and two coffee shops. None of these restaurants or shops carry the menu items found at the Bronx Bakery. In addition, the bakery is located on Steward Street which is the area's main street. The foot traffic on Steward Street is very heavy with arts and crafts shoppers and State University students.

We will offer our customers the best sandwiches and bakery items at affordable prices.

## The Bronx Deli and Bakery will offer customers bakery items and sandwiches. The menu will include:Pastry/desserts;Sandwiches;Soups;Quiches;Espresso;Drinks.

The bakery's location will be a convenient place to grab a bite or a sweet on the way to or from classes.

The Bronx Deli and Bakery will promote the store opening.  We will have live music and food in front of the bakery opening weekend.  The Willow Creek Craft Fair(its event) will provide excellent foot traffic for our opening.

We will advertise in the university daily student newspaper as well as the local area advertising flyer.  In the advertisements for the market opening, we will have 2 for 1 specials on pastry and sandwiches.  We will continue this discount for the first month of operation.