

REVAMP MOTO 7-DAY POP-UP BAKERY

by Aguru Venkata Saisantosh Patnaik



CONCEPT

A 7-day pop-up bakery utilizing two Revamp Moto vehicles: one showcasing the customizable & adaptable features of the Revamp Moto vehicles, and the other selling delicious bakery items with attractive storage & display.



INVESTMENT BREAKDOWN

01 Materials - Rs.3500

- Bakery supplies (ingredients, packaging) – Recurring Cost – **Rs. 2,000**
- Enhanced decorations for display vehicle – **Rs. 1,000** (banners, lighting, thematic props)
- Materials for customizable display on Mitra (cardboard, paint)– **Rs. 500**

03 Permissions and Rent - Rs.3500

- Portable fridge rental – Rs. 1,500 (weekly)
- Temporary location permit – Rs. 2,000 (estimated)

02 Marketing - Free

- Utilize social media & online platforms for promotion.
- Partner with local businesses for cross-promotion.
- Leverage the unique visual appeal of the setup.

04 Technology - Free

- Online platforms for orders & feedback (e.g., Google Forms).
- Social media live streaming for showcasing customization.
- Mobile payments using apps like Google Pay.

OPERATIONS

● Team (2 people)

- **Baker:** Prepares & presents bakery items, manages sales.
- **Promoter:** Demonstrates vehicle customizations, interacts with customers, handle online marketing and feedback.

● Location

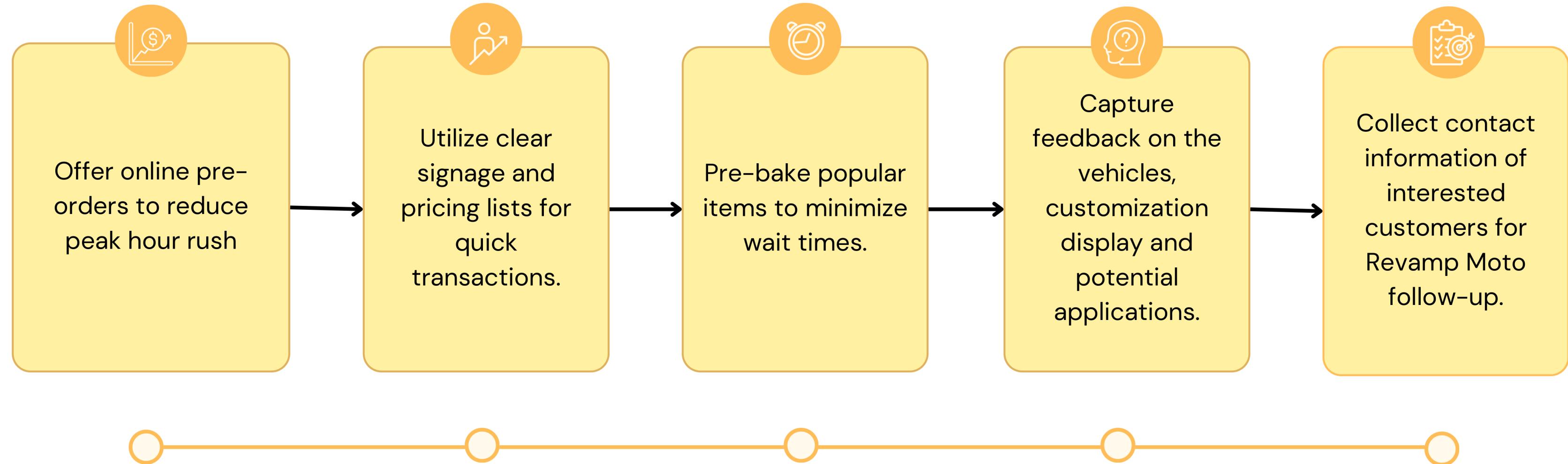
High-traffic area with permission to park both vehicles or high foot fall local markets.

● Technology

- Orders placed online (forms) or directly at the bakery vehicle.
- Live videos showcase Revamp Moto's vehicles customization on social media.
- Contactless payments encouraged for efficiency.



OPERATIONAL EFFICIENCY





Customisation Showcase



The vehicle showcases its adaptability by displaying various modular attachments:

- Foldable display shelves for bakery products and many other possibilities.
- Compartments for different types of pastries.
- Branding and signage highlighting customization options.



Live demonstrations:

- Promoter easily converts the vehicle from display to transport mode.
- Explains potential uses for different businesses (delivery, mobile shop, etc.).

TARGET AUDIENCE

Local residents, office workers, and passersby in the chosen high-traffic area.

Individuals interested in unique food experiences and sustainability.

Potential business partners looking for adaptable delivery solutions.

REVENUE STREAMS

01

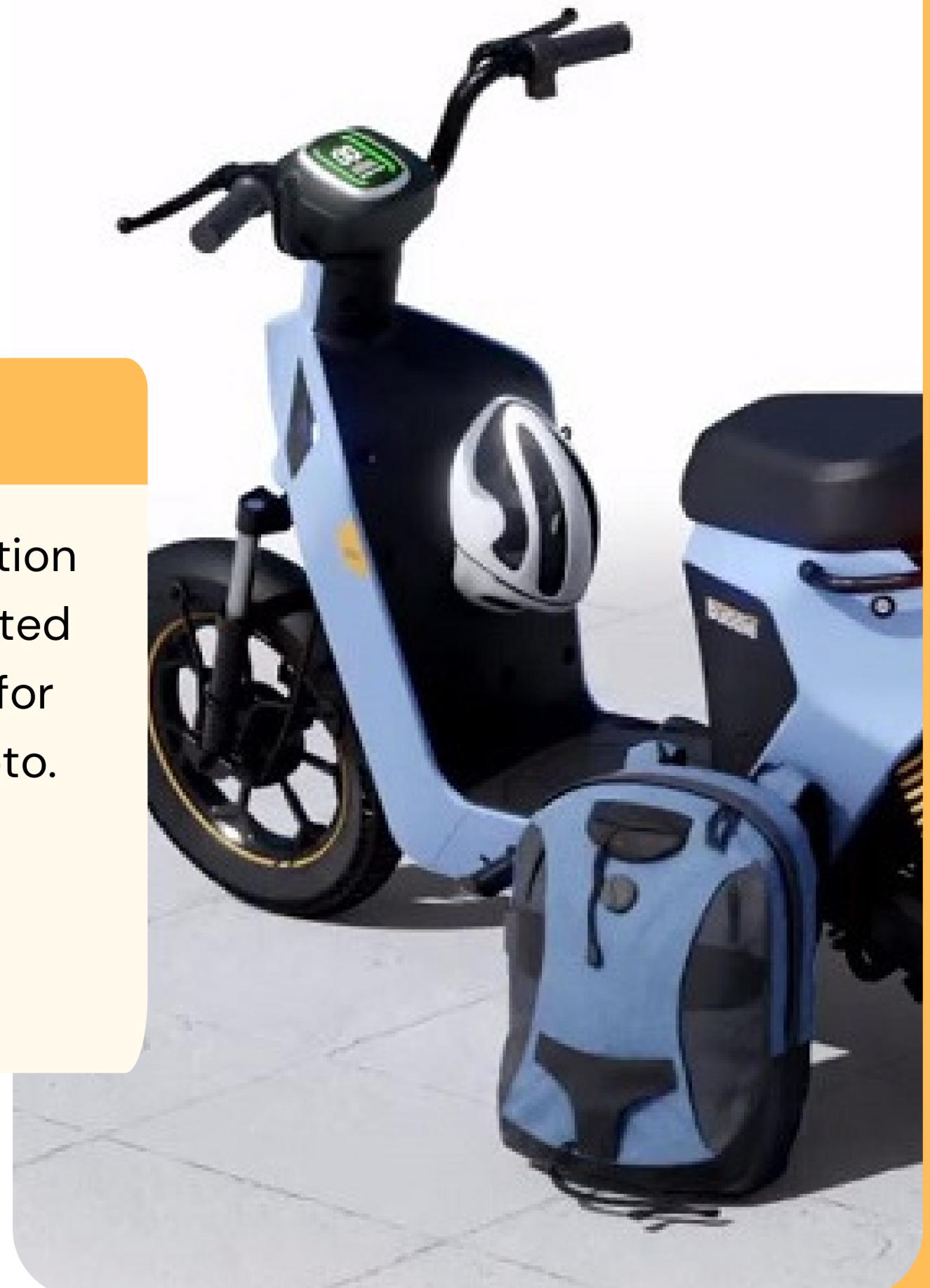
Bakery sales
from customers
buying treats.

02

Potential
collaboration
with local
businesses for
catering or
product
promotion.

03

Lead generation
from interested
customers for
Revamp Moto.



Key to Success

- O1 Engaging customization display:**
Effectively showcase the versatility of Revamp Moto's vehicles.
- O2 Strategic location:**
High footfall and permission to park both vehicles are crucial.
- O3 Friendly and informative team:**
Create a positive brand experience through interaction.
- O4 Social media engagement:**
Generate buzz and showcase offerings online.



EXIT STRATEGY

Organise free give away of remaining bakery items after completing specific tasks which help in marketing on the last day.

Analyze collected data and draw insights for future marketing and product development.

Dismantle the display and return any rented equipment.

Share feedback and learnings with Revamp Moto.



THANK YOU



Aguru Venkata Saisantosh Patnaik

- 86601-20282
- 21me02021@iitbbs.ac.in
- IIT Bhubaneswar

