**Class Activity – 6th October, 2022**

**Executive Summary**

Pakistan's Bake n' Take is a locally owned and sells high-end baked goods to retail and wholesale customers.

Fresh out of college, Anusha Saad opened this baking shop. Anusha has extensive experience in the bakery industry having worked counter management and the pastry division at various well known Bakeries in Pakistan. After years baking and trying out new recipes in her dorm, she is ready to start making her dreams a reality.

Anusha prides herself on her supreme customer service and greeting everyone with a smile. With such immense experience and Butte connection, Bake n' Take is sure to gain traction in the community.

**Background and History**

Anusha Khan is the principal owner and operator of Bake n' Take. She is able to fully focus on running her business thanks to her youthfulness and laser-focused ability. She oversaw all physical and financial decisions while at the business on each of the six operating days. She also hires 4-6 hourly part-time workers to help. Young people in New Haven love baking and want to further develop themselves in the field, which also offers courses in cake decorating, the industry's leading artisan food business. She directs her message to Karachi lovers, including middle and high school students, college students, and recent graduates.

**Description of Products and Services:**

**Products:**

Bake n' Take sells a wide variety of high-quality cakes, cupcakes, pies, cookies and candies. Each item is made from scratch using all natural ingredients sourced primarily from local suppliers. It is important that our dishes not only taste delicious but also attractive and eye-catching. Therefore, we add a small portion to each product. These extra touches are added to enhance the elegant customer experience. Customers can buy ready-made products or make to order.

**Classes:**

Students participating in cake decorating classes at Bake n 'Take will have attractive, interesting and authentic experiences. Michelle, a Wilton-trained instructor, teaches students the basics of frosting a cake in Discover Cake Decorating to create edible yet delicate carnations in Fondant and Gum Paste. During the first years of operation, the classroom was the only one taught. As the business grew, specialized and unique courses were offered including baking techniques and more advanced courses in sugar and pastry.

**Competition**

Bake n' Take's competitors directly and indirectly include Delizia, Hobnob and Pie in the sky, Sasha's Cake and any number of other bakeries. However, Bake n' Take will be able to outshine its competitors by using high-quality materials at competitive prices and by offering a number of technological advantages, such as product reviews. Customer profiles stored in the database will notify loyal customers as soon as their favorite items become available. At a time when food is becoming chemical, Bake n' Take will bet on raw, natural, and sometimes organic and local ingredients to create its products. So our products are tastier and better for you. Bake n' Take is confident that by providing customer service of this caliber, they will be able to maintain and grow their customer base.

**Marketing Strategies**

The marketing and promotions strategy Bake n' Takes are as follows:

1. **Social Media:**

Anusha will manage the social media company's accounts as she spends her college career honing her social media skills. She is adept at writing engaging posts and will post regularly. By posting full teasers and messages, she has amassed over 100,000 likes on Instagram.

1. **Brand Ambassadors:**

Bake n' Take will collaborate with local young people who have more than 1,000 followers on social media. Saman will send these young individuals some of her all-time favorite cupcake and cakes so they can review It in their social accounts. The brand ambassadors will receive compensation, but they won't be employed by the business.

1. **Location:**

We have a very unique opportunity regarding the company website. Location, 2000 upscale, trendy and Foodie Street is located in the Maskan district of Karachi. Therefore, the building is famous as a local bakery, which will help generate income in the first months of operation. Consumers of all ages frequent the area, which is known as a popular rendezvous. They will be among the trendiest restaurants and other popular retail outlets in a modest yet easy-to-see storefront.

1. **Pricing:**

Customers will feel like they are getting a good deal when buying from Bake n' Take because the prices are reasonable and comparable to those of the competition.

**Pricing Plans:**

Due to the high quality of ingredients, made from scratch products, and carefully and at times customized decorated goods, the pricing at Bake N Take will be higher than that of the typical grocery store bakery. The table below illustrates the initial mark-up of the bakery products based on the cost of goods sold. Depending on the detail of special orders, the margin may increase for that specific item.