

FY2025 STRATEGIC POSITION

Current State & Forward Outlook

BAKEHOUSE BUSINESS REVIEW

EXECUTIVE SUMMARY

Strong foundation with balanced portfolio performance

TOTAL REVENUE

\$66.5K

FY2024 Performance

AVERAGE ORDER VALUE

\$20

Stable basket size

TOTAL TRANSACTIONS

3,333

Consistent order flow

ACTIVE CUSTOMERS

300

100% retention rate

REVENUE SHOWS STEADY DAILY PERFORMANCE

Daily revenue averaging \$3,900 with weekend peaks reaching \$4,500



PATTERN ANALYSIS

Revenue demonstrates consistent daily performance with natural weekly cycles. Weekend peaks suggest strong consumer demand patterns.

PRODUCT PORTFOLIO BALANCE

Six products with remarkably even revenue distribution

GoldenGateGinger

\$11.6K

17.4% of revenue

OutbackOatmeal

\$11.2K

16.8% of revenue

AustinAlmondBiscotti

\$11.1K

16.8% of revenue

TokyoTidbits

\$11.0K

16.5% of revenue

PearlyPies

\$10.8K

16.2% of revenue

OrchardOasis

\$10.8K

16.2% of revenue

CUSTOMER BASE EXCELLENCE

100% retention with distributed revenue across customer base

CUSTOMER	TOTAL REVENUE	PURCHASE COUNT	AVG ORDER VALUE
LorraineJames	\$672	20	\$33.60
CharlesWong	\$519	12	\$43.25
ChadMills	\$498	13	\$38.31
ChristopherMiller	\$480	18	\$26.67
KatherineAnderson	\$465	19	\$24.47
JenniferHolmes	\$450	16	\$28.13
EugenePowers	\$450	11	\$40.91

CURRENT STATE: STRONG FUNDAMENTALS

Solid foundation across all key business metrics

STRENGTHS

- ▶ **Perfect Customer Retention** 100% of customers active with repeat purchases
- ▶ **Balanced Portfolio** Six products with near-equal revenue contribution (16-17% each)
- ▶ **Stable Operations** Consistent \$20 average order value across 3,333 transactions
- ▶ **Distributed Risk** No customer concentration - top customer is only 1% of revenue
- ▶ **Predictable Revenue** Daily revenue patterns show consistency with manageable variance

FY2025 GROWTH OPPORTUNITIES

Strategic steps to drive next-year performance

- ▶ **Customer Acquisition** Current base of 300 customers with perfect retention provides proof of product market fit. Focus on scaling customer acquisition while maintaining quality.
 - ▶ **Average Order Value Expansion** At \$20 AOV, opportunity exists for bundling, upselling, and premium product introductions to increase basket size.
 - ▶ **Product Line Extension** Balanced portfolio performance suggests customers are receptive to variety. Test new products to expand wallet share.
 - ▶ **Customer Segmentation** Wide variance in customer order values (\$24-\$43) indicates different customer segments that could be targeted with tailored strategies.
- Weekend Optimization** Revenue peaks on weekends suggest opportunity to maximize high-demand periods through inventory and

FY2025 STRATEGIC PRIORITIES

Three focus areas to drive growth

PRIORITY 1: SCALE CUSTOMER BASE

Target Grow from 300 to 500 customers (+67%)

Strategy Leverage 100% retention rate as a proof point in acquisition campaigns. Focus on referral programs and targeted marketing.

PRIORITY 2: INCREASE BASKET SIZE

Target Grow AOV from \$20 to \$25 (+25%)

Strategy Introduce product bundles, loyalty rewards for larger orders, and premium product tier.

PRIORITY 3: OPTIMIZE PRODUCT MIX

Target Launch 2 new products, test seasonal offerings

Strategy Leverage balanced portfolios successfully to introduce complementary products and limited-time offerings.

FY2025 FINANCIAL TARGETS

Ambitious but achievable growth trajectory



REVENUE TARGET

TRANSACTION TARGET

RISK FACTORS & MITIGATION

Proactive planning for potential challenges

CUSTOMER CONCENTRATION RISK

Risk: While distribution is healthy loss of multiple customers could impact revenue

Mitigation: Continued diversification strategy and maintain high service quality to preserve 100% retention

PRODUCT PORTFOLIO CANNIBALIZATION

Risk: New product launches may cannibalize existing balanced portfolio

Mitigation: Focus on complementary products and seasonal offerings that expand occasions rather than replace existing purchases

SCALING OPERATIONS

Risk: 67% customer growth may strain operations and quality

Mitigation: Phase growth in quarters, invest in operational capacity ahead of demand, maintain quality standards

KEY TAKEAWAYS

Position summary for FY2025 planning

CURRENT POSITION: STRONG FOUNDATION

We have achieved product-market fit with perfect customer retention, balanced portfolio, and stable operations. FY2024 performance of \$66.5K provides a solid baseline.

- ▶ **Leverage Our Strengths** 100% retention and balanced portfolio are competitive advantages to build upon.
- ▶ **Focus on Acquisition** Proven product-market fit justifies aggressive customer acquisition strategy.
- ▶ **Optimize Revenue per Customer** Increase AOV from \$20 to \$25 through bundling and premium offerings.
- ▶ **Maintain Quality** Rapid growth must not compromise the customer experience that drives retention.