

FY2025 STRATEGIC POSITION

CurrentState& ForwardOutlook

BAKEHOUSE BUSINESS REVIEW

EXECUTIVE SUMMARY

Strong foundation with balanced portfolio performance

TOTAL REVENUE

\$66.5K

FY2024 Performance

TOTAL TRANSACTIONS

3,333

Consistent order flow

AVERAGE ORDER VALUE

\$20

Stable basket size

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

GoldenGate Ginger

\$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

Strategies 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 introduction 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 an 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 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.

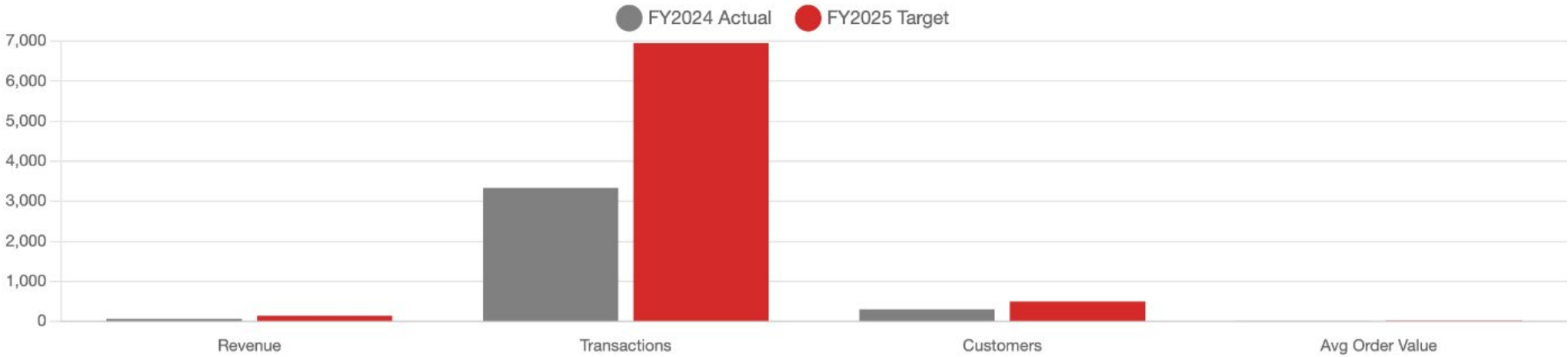
PRIORITY 3: OPTIMIZE PRODUCT MIX

Target Launch 2 new products, test seasonal offerings

Strategy Leverage balanced portfolio success 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