

Panaderia Delight

COMSKIL - Group 5

Analysis of Customer Base



- **Lack of Utilization** – the social media platform of the brand is not being fully maximized, which leads to the brand's weak presence, and feedback would not be accessible if the business cannot be promoted to a broader audience.
- **Lack of Brand identity** – the brand needs to shift the image and hold onto the essence of the brand's name itself which is "Panaderia," wherein most families in the Philippines associate with nostalgic feelings being with family.
- **Competitors** – a lot of similar businesses within the industry, which puts the brand at a disadvantage to be acknowledged by the consumers.
- **Collaboration** – incorporate **Mullin's idea**, which is entrepreneurs should be resourceful. The brand is not investing in food delivery apps like Grab Food or Food Panda, to reach a broader range of consumers.

Brand Development

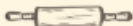


#BakedWithLove

Good mornings start with Panaderia Delight!



Baked with Love, Made for YOU



One for you, one for them... or maybe both for you!



Barkada Box! 6 breads, 1 price, shared delight!

When we first launched Panaderia Delight, we were just college mates baking for ourselves and our loved ones. We are now spreading that same warmth to everyone. From the buttery ube rolls to the delicate pandesal, every bite is **Baked with Love, Made for YOU.**

Every bread is carefully and lovingly made not just as **bread**, but a bread made especially with a **heartfelt** experience, made just for **YOU.**

Community Engagement & Collaboration



- **Strategic Partnerships** – Partner with micro-influencers for social media campaign, user generated content (#DelightfulBakes), and giveaways to tap into niche audiences like students and food enthusiasts.
- **Local Business Alliances** – Partner with coffee shops for combos (e.g. pandesal + coffee) and pop-ups with artisanal brands for shared promotions and foot traffic.
- **Community Engagement** – Sponsor local events, offer discounted bulk orders for fiestas, donate leftovers to feeding programs, and align promotions with Filipino traditions (e.g. festival-themed bundles).
- **Localized and Digitalized Events** – Run pop-ups in busy spots with free samples + social teasers. Launch recipe challenges + customer spotlights to boost engagement + user generated content.

Strategy for Limited Resources



Social Media Content

- **Instagram Carousel Post** – Showcasing seasonal or limited-edition pandesal flavors.
- **TikTok/Reel Video** – Behind-the-scenes look at the baking process with the brand mantra: "Baked with Love, Made for YOU."
- **Customer Testimonial Post** – Featuring real feedback from satisfied customers with product photos.
- **Brand Story Video** – Telling the origin of Panaderia Delight, from college passion to growing business.

Promotional Materials

- **Event Flyer** – For weekend market pop-ups, highlighting free samples, promos, and unique offerings.
- **Loyalty Card** – "Buy 9, Get 1 Free" stamp card to reward repeat customers and encourage loyalty.

Packaging Designs

- Panaderia Delight can adopt a cost-effective packaging strategy by using minimalist, eco-friendly materials like kraft paper bags and boxes, enhanced with branded stickers and simple decorative elements like twine or ribbons. This approach maintains a warm, handcrafted brand identity while minimizing production costs and supporting sustainable practices.



4Ps FRAMEWORK Key Takeaways & Growth Strategy

- **Product** – Continuously emphasize using quality, local ingredients, and refine its products based on customer feedback while anchoring its brand around a meaningful mantra like "Baked with Love, Made for YOU" to foster a personal connection with customers.
- **Price** – Ensure pricing reflects customer value while boosting sales and loyalty through product bundles and a rewards-based loyalty program.
- **Place** – Expand its reach by complementing its online presence with pop-up booths, local markets, and partnerships with cafes to attract a wider customer base.
- **Promotion** – Maximize visibility by combining engaging online content with in-person hosting events, effectively building trust and connecting with customers both digitally and face-to-face.

TAKEAWAYS

- **Brand Presence** – Strengthen visibility through consistent visuals and storytelling.
- **Customer Reach** – Expand beyond personal network using creative, low-cost marketing.
- **Visibility** – Combine social media engagement with pop-ups and local partnerships.
- **Adaptability** – Use feedback and trends to improve products and stay relevant.



MOCKUPS

Visual Materials

Mockup Logo of Panaderia Delight



Social Media Posts



Packaging Design 1



The box packaging of Panaderia Delight is designed for both function and elegance. With a built-in handle for easy carrying and a decorative white bow on top, it turns any baked good into a gift-worthy item.

Crafted from recyclable or compostable materials, this box balances visual appeal with environmental responsibility. The attractive design can draw attention in-store or on social media, making it shareable and memorable.

Packaging Design 2



The brown paper bag packaging of Panaderia Delight exudes a charming, rustic feel that reminds customers of traditional, home-baked goods.

This paper bag is an environmentally friendly option as it is plastic-free, recyclable, and biodegradable, making it a great choice for customers who care about sustainability.