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Ramon V. del Rosario

De La Salle University - Manila

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Quiz 1 (Part 1) - Strategic Business Growth Plan for Panderia Delight

Submitted by:

Ang, Lily

Bautista, Bea

Go, Kimberly

Lalog, Patricia

Lao, Jazlyn

Sochayseng, Katrina

Submitted to:

Ms. Edwina R. Bensal

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I. Introduction

A. Current Challenges

Filipino pastries like pandesal, ensaymada, and ube cheese bread are some products that Panaderia Delight offers. It has recently opened, but because it is only a small business that operates online, it struggles to draw in new customers in addition to its devoted customers, primarily close friends and family who support the business owners. This suggests that a lack of effective marketing is why the recently established online bakery faces difficulties. In contrast to other local bakery businesses, it solely does business online. It does not use conventional advertising that is easily accessible to the public, such as having a physical store.

Aside from the challenges with the advertising approach, another issue facing Panaderia Delight is the presence of numerous local competitors in the bread industry, such as recently opened bakeries that initially operate on social media platforms and have a physical store. This makes it difficult for Panaderia Delight to draw in new customers, and because of financial limitations, the company cannot fully benefit from operating as an online business. Additionally, given its early financial constraints, the strategy plan seeks to assist Panaderia Delight in expanding its customer base, notably by increasing its public reach through a creative, low-cost method. On top of that, because it is a small business, the strategy plan seeks to maintain its relationship with current customers while expanding into new markets and enhancing the brand's exposure using an innovative yet captivating approach, such as improvements within the social media platforms, collaborations, and so on.

B. Customer Analysis

Analyzing the fundamental factors influencing Panaderia Delight is crucial to understanding why sales are limited to the personal circle. The business has limited marketing options, even though it is online. Citing John Mulin's suggestion that it is crucial to identify the issue before exploring an idea, the company has been unable to expand its customer base due to a lack of successful marketing approaches, leaving it mostly dependent on its network of relatives and close friends. In this case, however, it would not be particularly beneficial for the small business if its social media platform is not used to its maximum potential. The lack of utilization would result in a weak public presence for the brand, and if the company cannot reach a wider

audience, feedback will not be available. The lack of a specific target market also limits the business in meeting the needs and wants of the customers, which creates a need for Panaderia Delight to reach a larger customer base effectively.

In addition, the bread industry is highly competitive both locally and internationally, which makes it difficult for Panaderia Delight to gain recognition from customers due to the initial availability of comparable businesses in that industry. Many people might find it expensive because it is an online bakery, and delivery costs would be added. On the other hand, because pastries are typically found in local locations, most people purchase them on the street. Another problem is not investing in other platforms, including food delivery apps like Grab Food or Food Panda, to reach a broader spectrum of customers in different places. This is supported by John Mullin, who suggests that businesses should be resourceful.

Lastly, a gap exists between the internal and external factors, which indicates that Panaderia Delight is only open to a limited number of people and is not making the most of its current customer base. One method to fix this would be to gather feedback from the personal circle. John Mulin's suggestion that we should concentrate on a single issue rather than thinking too widely adds credibility to this. This means that changing the image of Panaderia Delight to a more wholesome and family-friendly small business would be an inexpensive yet innovative solution if funding is limited. Since most customers are in the personal circle, it would be best to use it to attract more customers while retaining the essence of the brand's name, "Panaderia," which most Filipino families associate with nostalgia and spending quality time with their loved ones.

II. Brand Development

A. Logo



Figure 1. *Panaderia Delight Logo*

More than simply a picture, the Panaderia Delight logo represents our identity. Three recognizable items, such as the loaf, baguette, and a sweet roll, are in the middle of the logo to represent the baked goods that initially drew us together. Everything is surrounded by a bright yellow circle that symbolizes comfort and the warmth of the oven that has just been opened, much like the gentle morning sunlight.

All of that is embodied in the logo, which shows a handcrafted joy. It serves as a reminder to keep sharing happiness, one mouthful at a time. When you visit Panaderia Delight, you are experiencing a work of love made for you.

B. Packaging



Figure 2. *Panaderia Delight Main Packaging*
One for you, one for them.... Or maybe both for you!

This simple paper bag design keeps things eco-friendly and cozy. The Panaderia Delight logo emphasizes the handcrafted and heartfelt quality of what's inside. The tagline "One for you, one for them.... Or maybe both for you!" conveys how appealing the breads are and how people want to share them but frequently end up keeping them all. It's perfect for personalized orders or surprise delights, as it pays gratitude to both giving and loving oneself.



Figure 3. *Barkada Box Packaging*
The Barkada Box! 6 breads, 1 price, shared delight!

This box design aims to celebrate and share; it is ideal for gathering with friends and family for casual merienda because of its sturdy form and a handy handle. The name and message of "The Barkada Box! 6 breads, 1 price, shared delight!" celebrate the Filipino tradition of gathering over and sharing food. The packaging is practical yet efficient, perfect for picnics or as a memento. No matter the size of the order, the Panaderia Delight logo once more conveys the same level of attention and quality that goes into each item. Both packaging styles serve as visual reminders of what Panaderia Delight is all about. Every purchase and every bite is made with love.

C. The Story of Panaderia Delight

In the most modest way, Panaderia Delight started out as a bunch of college friends getting together to bake for love. We baked for our family and friends who supported us, and each other during difficult times. It was more about connection than perfection. A small part of our heart was in every roll we formed and every loaf we pulled out of the oven. We were surrounded by joy that it would provide as much joy as we have to everyone who tried it. We knew we had something valuable to share. Not only do we create bread, we also aim to provide delight in every single bite. Every bread we create is influenced by home, with those you care about, from our bread roll to the traditional pandesal your lola may have prepared. We believe that bread is more than just food—it's a source of comfort and joy that brings people together. That's why we don't bake just to sell; we bake with heart and passion, creating every piece with care and purpose.

Baked with Love, Made for YOU. We want to feel like you're part of the tale, because you are, whether you are purchasing a box to enjoy with your barkada or rewarding yourself after a long day.

D. What Sets Panaderia Delight Apart?

What really sets Panaderia Delight apart?

Every bite is *Baked with Love, Made for YOU.*

We put our customers first. Ever since the beginning, Panaderia Delight has been about more than simply selling bread; it's about delivering a welcoming and comfortable experience. Every bread we make is made by hand with genuine intention. We bake as if it were for a friend or a loved one. Owing to the fact that everyone is part of our story.

Our tagline, "*Baked with Love, Made for YOU,*" is more than just a motto. It indicates that we prioritize sincerity and taste that pleases both the stomach and the heart. That love goes into everything. Whether you received a barkada box for sharing or a paper bag, our packaging adds a personal touch. Our close attention to detail ensures that every bread feels handmade,

even when our family customers keep expanding.



Figure 4. *Made for YOU Notes: The Warmest Touch in Every Bag*

At Panaderia Delight, we believe that our ability to make people feel is what really makes us unique. For this reason, we are introducing “Made for YOU Notes”, which are small notes with a heartfelt message to every purchase. Not only do these notes express gratitude, but they also serve as a reminder that the bread the customer is holding is a handmade joy, packed with care, and *Baked with Love, Made for YOU*.

III. Strategic Marketing Initiatives

As a creative and cost-effective marketing strategy, we suggest that Panaderia Delight emphasize its **Product, Price, Place, and Promotion (4Ps)** strategy to reach new customers effectively. According to Twin (2024), the 4Ps provide a framework businesses can use to market their products or services to consumers effectively.

Panaderia Delight will focus on innovating its product line by emphasizing the use of locally sourced, high-quality ingredients, which appeals to today’s growing base of socially conscious consumers who value sustainability and support for local farmers. This not only enhances the product’s freshness and authenticity but also strengthens the business’s role in promoting inclusive growth in agricultural communities. To maintain excitement and continuously stimulate consumer demand, Panaderia Delight will introduce limited-edition seasonal flavors that reflect Filipino culture and festivities. Examples of these include

Malunggay Pandesal for health-conscious buyers, Queso de Bola Ensaymada for the holiday season, and Mango Ube Cheese Bread for summer months. These offerings will be scheduled to launch during peak occasions such as Christmas or fiestas, with the product development process beginning at least three months in advance to allow adequate time for recipe testing, ingredient sourcing, packaging customization, and promotional planning. To complement these new product launches, promotional bundles such as Buy 3, Get 1 Free gift boxes can be introduced, especially during gift-giving seasons, to further entice purchases, encourage bulk buying, and position the products as affordable premium gifts.

The execution of this seasonal innovation strategy is expected to cost between ₱10,000 to ₱15,000 per rollout, accounting for the cost of new ingredients, design and printing of limited-edition packaging, and multimedia content for social media marketing. Despite this investment, it is expected to increase sales by at least 25% and boost engagement. Moreover, in line with Guy Kawasaki's principle of "Churn, Baby, Churn," Panaderia Delight will treat product innovation as an ongoing process by collecting customer feedback through online surveys, comment sections, and real-time reviews, which will then be used to refine recipes, packaging, and presentation. This responsiveness to consumer input ensures the brand remains relevant and adaptable to changing market preferences, ultimately positioning it for long-term success.

To strengthen emotional branding, we propose that Panaderia Delight follow Guy Kawasaki's advice to "Make a Mantra," which encapsulates the company's purpose and inspires the team, serving as a guide for the brand's mission. With this, we suggest "Baked with Love, Made for YOU." This will be consistently displayed on marketing campaigns, product packaging, and social media captions. This tagline helps humanize the passion behind the products and communicates the company's core message, fostering a personal connection with customers, making them feel valued and part of the brand's story. Additionally, to support customer retention, the business will implement a loyalty program where customers earn points with each purchase. These points can be accumulated and redeemed for rewards such as free bread, limited-time discounts, or early access to new products. By combining constant product innovation, a resonant brand message, and a smart loyalty system, Panaderia Delight will build a

sustainable competitive advantage that ensures customer satisfaction, emotional engagement, and business growth.

While Panaderia Delight's primary distribution channel is currently online through platforms like Facebook and Instagram, the business recognizes the importance of expanding its physical reach to tap into broader markets, especially consumers who prefer to shop in person or may not be as active online. One key strategy is to participate in weekend pop-up booths and community markets in strategic high-foot-traffic areas such as Alabang Town Center Bazaar, Muntinlupa Sunday Markets, or Las Piñas Local Fairs. These pop-ups will be scheduled twice a month, with products displayed in eco-friendly packaging and signage featuring the brand mantra, "Baked with Love, Made for YOU." The booth setup will require an estimated monthly budget of ₱5,000, covering rental fees, transport, collapsible tent setup, and printed materials.

In addition to pop-ups, Panaderia Delight aims to form partnerships with at least three local cafés or milk tea shops in Metro Manila where its bestsellers, such as ube cheese pandesal and classic ensaymada, can be sold. These cafes will serve as alternative distribution channels, making the brand visible to daily walk-in customers. This strategy not only allows Panaderia Delight to reach new demographics but also strengthens its credibility by associating with trusted local establishments, fostering repeat business, and building community trust.

IV. Community Engagement and Collaborations

Strategic partnerships would be a huge step for Panaderia Delight in breaking its present customer bottleneck and entering a line of products in the highly saturated market. This is important to the business since it can expand organically through local partnerships and community engagement initiatives while staying true to itself.

Partnerships with micro-influencers and niche content creators like those everyday people who share their "lunch of the day" stories or people like Sachiko (@sachi.says on TikTok with 36.6k followers) offer an economical way to access new audiences. Compared with big-name influencers, many local food bloggers or lifestyle creators tend to have 1,000 to 50,000 followers but often enjoy higher engagement rates and trust-based relationships with their audiences. There

can be a transactional relationship wherein Panaderia Delight offers baked goods free-of-charge to these micro-influencers and niche content creators in exchange for social media posts, stories, or short videos showcasing products, such as its ube cheese bread. For example, this bakery could partner with Manila-based food bloggers like Foodie Finds MNL, to feature their offerings in a 'Filipino Breakfast Series', capturing among others the interest of food enthusiasts and students looking for affordable and good-quality snacks. Another form would be through user-generated content by creating hashtags, for example, #DelightfulBakes, or by giveaways like, "Tag Friends for a Chance to Win Free Ensaymada for a Month".

Furthermore, organizing collaboration with the student organization and university has the potential to exploit that avenue. Again, students are good targets for baked goods such as pandesal and ensaymada. Therefore, it is possible to go down that channel and offer campus events sponsored by the groups such as bake sales and study marathons or cultural fairs, looking at creating some student benefits in special discounts or combo offerings. Tie-ups with De La Salle College Of Saint Benilde - Culinary Arts for "Weekend Bake Fair," for example, could expose the brand to younger and trendier people through a top-of-the-line sampling and demos. Similarly, barangay associations and community centres have collaboration opportunities for building loyalty and trust. For example, offering discounted bulk orders for local fiestas or giving out leftover pastries to feeding programs like the Supplementary Feeding Program (SFP) can lead to the bakery establishing itself as a community brand.

Dissimilar types of promotion with other similar small businesses create yet another line of visibility. Planning Breakfast Combos with neighboring coffee shops and juice bars namely, pandesal + coffee for ₱80 would not only drive foot traffic but also introduce Panaderia Delight to the people who patronize that partner's store. Such is the case of possible collaboration with, for example the Sip & Study Café on the "Morning Boost Bundle" (ensaymada + cold brew for ₱99), which might be appealing to professionals and students seeking quick, satisfying meals. Pop-up stalls at local markets or bazaars with other entrepreneurs-such as artisanal jam makers or organic tea sellers-allow for shared marketing and inexpensive exposure.

To enhance community involvement, Panaderia Delight can create localized events and digital campaigns that are culturally relevant. Pop-up bakeries in strategic high-foot-traffic areas

such as parks, university gates, or transportation hubs (“Pandesal Sa Parke” in Quezon City’s Ninoy Aquino Park) will create a buzz by giving away free samples and limited-time discounts. Offline events should be paired with teasers and live updates on social media to engage with the online audience as well. Digital initiatives like a “Bake With Us” challenge encourage home bakers to recreate Panaderia Delight recipes, with winners given recognition either on or at the bakery or rewarded with free products. This way, user-generated content is harnessed to pay tribute to the brand’s craft.

Next, the “Customer Spotlight” campaign will further deepen the emotional connection with the brand by honoring loyal patrons. Post customer stories, photos, or creative uses of Panaderia Delight’s products onto Instagram or Facebook for the development of a community vibe. Add an interactive aspect through monthly contests in which fans can vote for their favorite entries and win gift cards. Seasonal promotions aligned to traditional Filipino events (e.g., All Saints’ Day “Blessings & Bakes” bundles or Sinulog Festival-themed packaging) reinforce the brand presence with cultural values, rendering it relevant and locally rooted.

V. Estimated Budget Allocation

The Instagram carousel for Panaderia Delight breathes life and warmth into its signature breads with the detail that consumers connect with. One slide highlights the fan-fave Ube Cheese Pandesal, and the detail shots of the soft purple dough and cheesy ube filling, and its 50% off offer using select elements. The design connects viewers with a cozy, home-baked charm and a call to action, "Order Now." The 2nd slide features a variety of traditional treats such as Pandesal, Ensaymada, and Ube Cheese Bread, styled and presented on a rustic table. Both posts represent the flavor and dedication to quality and comfort Pacific Bowl, and its treasured Filipino experience. The friendly captions add warmth and humor, "LOOK OUT! UBE CHEESE INCOMING!" and "CURIOUS WHAT KIND OF BREAD WE OFFER?" as well as hashtags #SupportLocal, #PandesalDelight, and #HotNFresh to help build local communities, as well as sharing. These carousel posts illustrate the heart of Panaderia Delight, capturing simple joys baked with love.

The packaging is made with rustic brown paper bags and the large refined kraft boxes, creating opportunities to display warmth and sustainability. The total estimated budget will be approximately ₱25,550, including content creation, media spend, eco-packaging, and expenses for events, allowing us to tell an authentic yarn and colourful narrative while sharing Panaderia Delight's holiday offerings and quality and care. To successfully execute the social media posts and packaging rollout, the estimated budget is as follows:

Estimated Budget for the Social Media Posts and Packaging Rollout	
Social Media Content Creation	₱10,000 - for carousel images, short-form video editing, and testimonial shoots
Social Media Ads Boost	₱3,500 - for 2-week boosted posts targeting Metro Manila foodies
Brown Paper Bags with Ribbon	₱2,750 - includes white ribbon and brand stamp
Box Packaging with Handle and Bow	₱4,000 - sturdy kraft board, recyclable material, custom label
Miscellaneous	₱5,000 - small gift packs, local permits, or freebies
Total Estimated Budget	₱25,550

Panaderia Delight plans for long-term business growth by using a focused product approach and a seasonal flavor strategy while continuously improving the offerings based on customer feedback. This matches the "**Churn, Baby, Churn**" philosophy that Guy Kawasaki advocates; keep the brand fresh and actively listen to changes in product and customer preferences, which are all part of customer loyalty and sustainable growth. It also uses value-based pricing and bundling to inspire first-time orders and repeat orders, notably inexpensive bundles of products, and loyalty programs. As such, it is constructing a reliable

customer base without spending large sums of money on marketing. Panaderia Delight is maximizing distribution through cost-effective channels, including an online store, weekend markets, and partnerships with local cafés, which provide market penetration without expanding into a permanent lease. Promotion combines online storytelling on digital mediums to attract attention through shareable stories, content, and social media with off-line experiences, such as conducting tastings, hosting product displays in cafés, and travelling to local markets and fairs. This organic promotional mix hinges on real connections and word-of-mouth marketing. The brand believes in the emotional power behind the mantra, **“Baked with Love, Made for YOU,”** which helps drive every brand message and reminds us of our mission as we continue building the business.

VI. Promotional Materials

A. Logo of Panaderia Delight



Figure 5. *Panaderia Delight Logo*

The Panaderia Delight logo was carefully and intentionally constructed to reflect the bakery’s identity of warmth and comfort with traditional craftsmanship at its core. The breads are at the center to represent the beginnings of Panaderia Delight, humble, sincere, and dedicated to bringing people together through food. The breads are surrounded by a circular yellow brushstroke designed to evoke the feeling of a warm, just-opened oven, and the soft, shiny golden light of morning. This color was emphasized also as it draws on emotions of comfort, aspiration, and nourishment. The hand-drawn element of the font was carefully chosen and

represents a rustic, handcrafted style alluding to the personal workmanship aspect of the brand. The stylized segment of wheat on both the right and left indicates natural food practices and nature, acknowledges the ingredients, and indicates longevity of baking as a traditional craft. Altogether, the logo portrays the narrative of Panaderia Delight, a place where everything about the experience, from the design, the elements, and the bread, is developed with effort, warmth, and a hunger to share joy one bite at a time.

B. Mock Social Media Posts

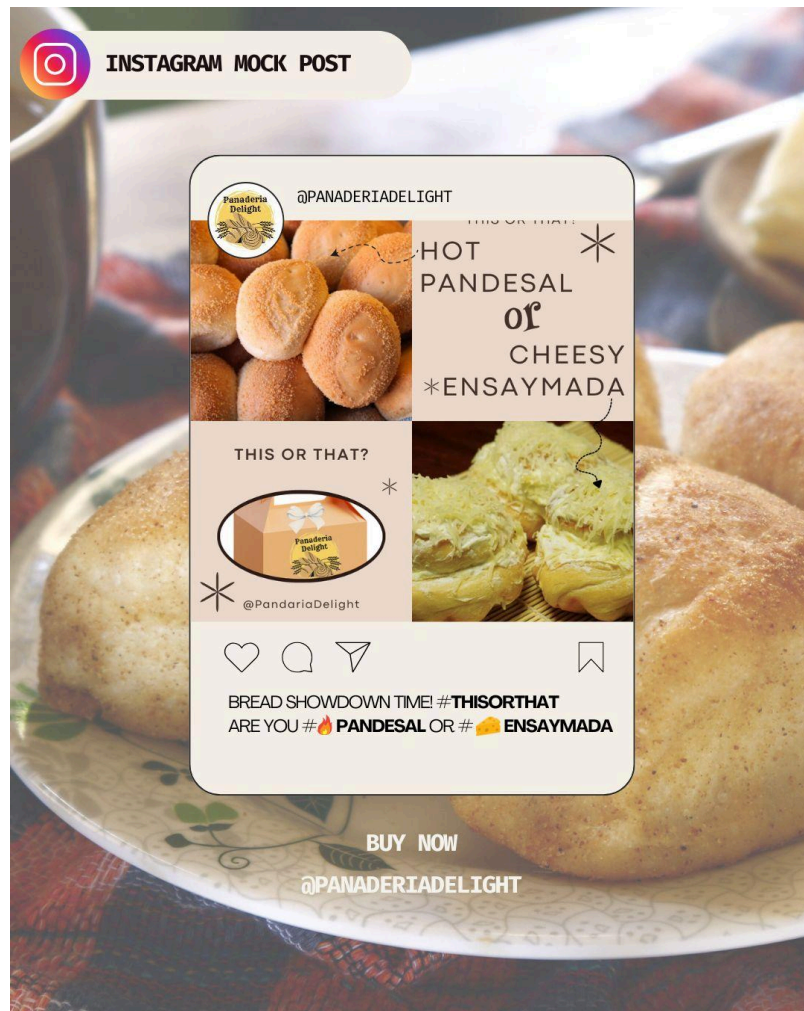


Figure 6. *Types of Bread that Panaderia Delight Offers*

This visual represents one of our sample promotions that would be shared online to interact with current and potential consumers by providing informative content, such as a list of

the bread types that Panaderia Delight offers. By doing this, we could strategically attract more interested consumers by visually collaborating with information that will enhance our brand and improve Panaderia Delight's image.



Figure 7. *This or That?*

We would also use this social media post to interact with our customers. Games like this or that would be used. Pandesal and ensaymada, two of our best-selling items at Panaderia Delight, would be among the items we would be using. This would allow us to interact with customers through a chat box and learn which breads are most popular with them. Using the information we gained, we would then make improvements to less well-liked breads.

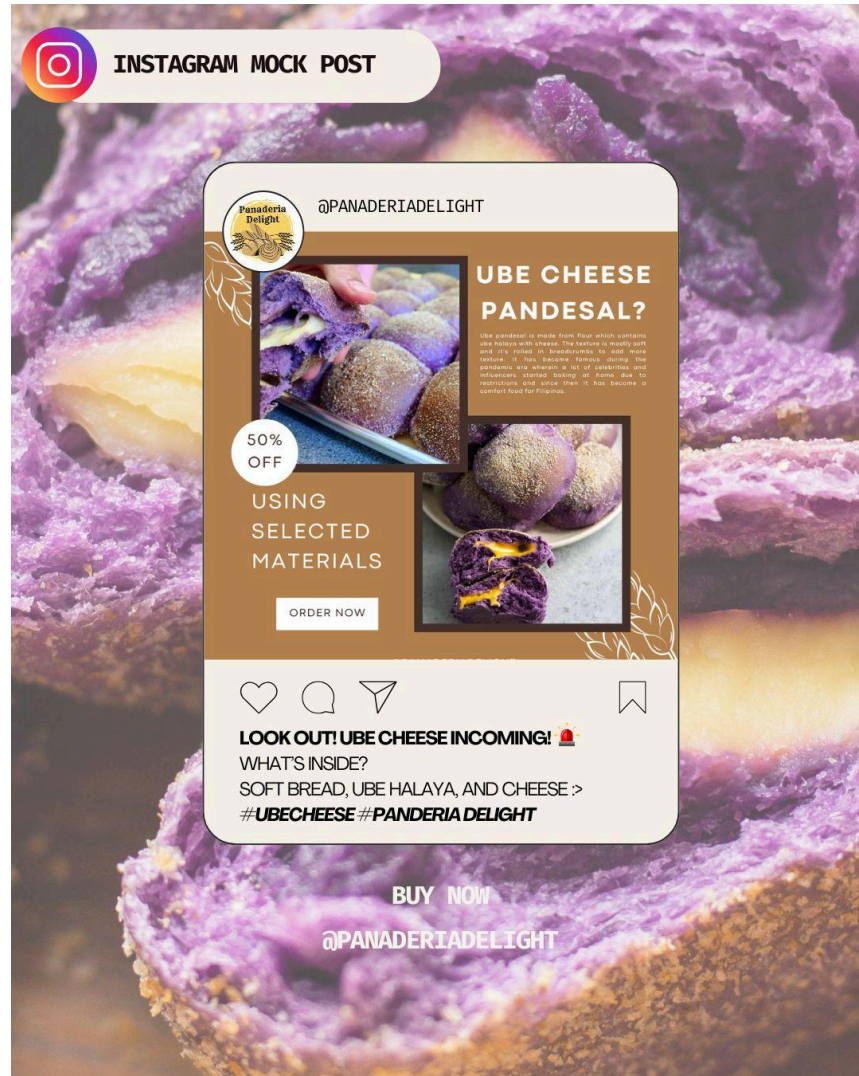


Figure 8. *What's in our Bread?*

Another kind of post we would make would be one that explained the bread we sell in detail, including its ingredients, why we are selling it, and how it fits Panaderia Delight's purpose. For instance, the above post presents ube cheese pandesal, detailing its ingredients and briefly explaining its origins. This engages customers and generates excitement for each product by teasing them and making them eager to taste it once they get it.

VII. SWOT Analysis Based on Growth Opportunities

<p>Product Innovation & Customer Spotlight:</p> <p>Local-sourced ingredients, strengthen the brand story, and create a customer spotlight campaign, giving customers a safe space to share their stories with the brand.</p>	<p>Loyalty & Engagement Programs: Offer points-based loyalty programs and personalized marketing.</p>
<p>Strengths: This action will showcase the underprivileged sectors, such as farmers, create a connection with customers emotionally, and the brand will be able to differentiate itself from local competitors.</p> <p>Weaknesses: This action will add to development costs due to the ingredients, and customer spotlight might later risk the brand's image if stories and experiences are inconsistent.</p> <p>Opportunities: This action will attract socially aware customers and reach potential customers who relate to the stories and experiences shared by other customers.</p> <p>Threats: This action may be adopted by similar local stores, and the use of localized ingredients might not align with all the customers since they might have different taste preferences.</p>	<p>Strengths: This action will encourage customers to purchase more products, make them feel valued, and feedback from active buyers will be more accessible.</p> <p>Weaknesses: This action only benefits loyal customers and does not appeal to new customers, which makes it challenging to maintain interest in the program long-term.</p> <p>Opportunities: This action will create long-term customer loyalty and increase purchase orders systematically.</p> <p>Threats: This action might not align with all customers' buying power and might add to development costs if the profit is not returned.</p>

Table 1. *SWOT Analysis of Product Innovation & Customer Spotlight, and Loyalty & Engagement Program*

<p>Strategic Partnerships: Partner with local stores, partnerships with content creators, and student-run organizations.</p>	<p>Community-Based Engagements: Join pop-up booths and run cultural events in public markets to engage with the community.</p>
<p>Strengths: This action will widen customer reach, build credibility through partnerships, and create quality yet creative content and promotions.</p> <p>Weaknesses: This action might not be equally beneficial to both parties, such as stores and content creators, and not all partnerships might share the same goals in the long term.</p> <p>Opportunities: This action will help the business to reach potential customers from partner stores, co-create products, and boost brand awareness faster.</p> <p>Threats: This action might affect the brand's reputation if partner stores or creators face issues, and might also create dependency on partner stores or creator engagements.</p>	<p>Strengths: This action will create physical visibility for the brand and engage closely with the community to build trust with the locals.</p> <p>Weaknesses: This action will require more effort in terms of workforce, materials, and engagement, which might rely on the location of the said events.</p> <p>Opportunities: This action would be beneficial in reaching customers who don't use social media platforms and gathering in-person feedback from customers.</p> <p>Threats: This action may add up to developing fees, considering the expenses in joining events, especially cultural events, and there might be competitors that sell similar products.</p>

Table 2. *SWOT Analysis of Strategic Partnerships & Community-Based Engagements*

The growth opportunities are briefly assessed in the tables above, which use a SWOT analysis of each action Panaderia Delight needs to address the problem in light of current challenges and customer analysis. **Table 1** discusses the *Loyalty & Engagement Program and Product Innovation & Customer Spotlight*, which were covered in more detail in the section above, particularly **Strategic Marketing Initiatives**. **Table 2** discusses *Strategic Partnerships and community-based Engagements*, which were covered in more detail in the section above, **Community Engagement and Collaborations**.

VIII. Conclusion

To grow Panaderia Delight, the focus should be on building a stronger brand presence and expanding beyond the current personal network. This can be achieved through creative but affordable marketing strategies that highlight the unique appeal of the products. Emphasizing clear product positioning, budget-friendly bundles, and consistent storytelling using the brand's tagline, "Baked with Love, Made for You," will help create a lasting impression. A mix of online and offline efforts, such as engaging content on social media and joining local events or pop-up markets that will increase visibility and attract new customers while keeping existing ones loyal. Collaborating with neighborhood cafes, student groups, or community organizations can also boost awareness without needing a big budget.

Success will be measured through growth in the customer base, engagement on social platforms, repeat purchases through loyalty initiatives, and increased brand recognition. Tracking metrics like new followers, post shares, event turnout, and customer feedback will guide the team in refining its approach. As the business evolves, Panaderia Delight plans to adjust its strategies based on seasonal demand, customer insights, and opportunities within the community. Staying emotionally connected to the brand's identity and being consistent across all channels will help ensure steady growth, even with limited resources, while staying true to the mission of offering baked goods made with genuine care.

References

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