







GUIDELINES

Quiz 1/Part 1: GROUP -Business and Communication

<p> Situation:</p>	<ul style="list-style-type: none"> You and a few college friends have launched a small online bakery business called Panaderia Delight, selling freshly baked goods like pandesal, ensaymada, and ube cheese bread. For the first few months, your customers have mostly been friends, family, and classmates who supported you out of loyalty. This helped build your initial momentum, but recently, sales have plateaued, and you're relying heavily on repeat buyers from the same circle. Despite positive product reviews, you're struggling to attract new customers beyond your personal network. To make things more challenging, new competitors with similar offerings are emerging on social media. Your team has limited funds for traditional advertising, so you must think smart.
<p> Challenge:</p>	<p>Your group must develop and present a strategic business growth plan that shows how Panaderia Delight can:</p> <ol style="list-style-type: none"> 1. Attract a broader and more diverse customer base. 2. Build a strong, creative, and engaging online presence. 3. Retain loyal customers while expanding to new markets.
<p> Task Guidelines:</p>	<p>Your output must be in the form of a group paper or infographic-style business strategy plan that:</p> <ul style="list-style-type: none"> Includes visually engaging content (charts, mock-ups, sample posts, etc.) – remember: in business, visuals matter. Cites principles from Guy Kawasaki (e.g., The Art of Start, Enchantment) and Joe Mullins (e.g., understanding markets, testing ideas). Shows that your group understands real-world marketing and communication strategies in the Philippine context.
<p> Your Strategy Must Include:</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> A clear analysis of why your sales are limited to your personal circle. <input checked="" type="checkbox"/> Creative, budget-friendly marketing ideas to reach people in your city or region (both offline and online). <input checked="" type="checkbox"/> Approaches to build a recognizable brand (logo, story, packaging, tone of voice, etc.). <input checked="" type="checkbox"/> Ideas for community engagement or collaborations (e.g., with local influencers, student orgs, small events, barangay promos). <input checked="" type="checkbox"/> A section showing how your strategy can work with limited resources, while aiming for long-term success. <p> Note: You may include mock social media posts, short video scripts, sample promotions, or even packaging designs. Be bold and business-minded!</p>
<p> Emphasis:</p>	<p>In business, creativity and presentation are key. It's not just about having good ideas—it's about how you communicate them to others. Submit something you'd be proud to pitch to a real investor or business mentor.</p>
<p><input checked="" type="checkbox"/> Rubric (50 points total)</p>	<p>Analysis of the Problem Creativity and Feasibility of Strategies Use of Business Principles Visual and Presentation Quality Implementation and Sustainability Plan Effort and Collaboration</p>

BUSINESS STRATEGY PLAN	
What type of output? <ul style="list-style-type: none"> Your output must be in the form of a group paper or infographic-style business strategy plan that: 	<ul style="list-style-type: none"> Infographic-style business strategy plan
What must be included?	
<ul style="list-style-type: none"> A clear analysis of why your sales are limited to your personal circle. Creative, budget-friendly marketing ideas to reach people in your city or region (both offline and online). Approaches to building a recognizable brand (logo, story, packaging, tone of voice, etc.). Ideas for community engagement or collaborations (e.g., with local influencers, student orgs, small events, barangay promos). A section showing how your strategy can work with limited resources, while aiming for long-term success. Mock up: You may include mock social media posts, short video scripts, sample promotions, or even packaging designs. Be bold and business-minded! 	
OUTLINE	<ol style="list-style-type: none"> I. Introduction - Patricia <ol style="list-style-type: none"> a. Brief context of Panaderia Delight (Current challenges & Purpose of the strategy plan) b. Analysis of why sales are limited to the personal circle (Internal factors, External factors, Gaps) II. Strategic Marketing Initiatives - Jazlyn <ol style="list-style-type: none"> a. What creative and cost-effective marketing strategies can you use to reach new customers in your city or region? b. How can you combine online and offline approaches to maximize visibility? III. Brand Development - Katrina <ol style="list-style-type: none"> a. What visual and narrative elements (e.g., logo, packaging, story, tone) will make your brand recognizable and appealing? b. How will you maintain consistency in your branding across different platforms and materials? IV. Community Engagement and Collaborations - Kimberly <ol style="list-style-type: none"> a. What types of partnerships or local collaborations can help promote your business to new audiences? b. How can you encourage community involvement through events, promotions, or shared content? V. Strategy for Limited Resources - Lily <ol style="list-style-type: none"> a. What sample materials (e.g., mock social media posts, video scripts, packaging designs) will showcase your strategy in action? b. How does your overall plan achieve long-term business

	<p>growth while using limited resources?</p> <p>VI. Conclusion - Bea</p> <ol style="list-style-type: none"> What are the key takeaways and priorities for growing Panaderia Delight? How will the team measure success and adapt the strategy over time? <p>VII. Visual Materials (Mock-ups) -</p> <ol style="list-style-type: none"> Logo of Panaderia Delight (2) - Lily, Jazlyn Mock social media posts (sample promotions) (2) - Pat, Kimberly Packaging designs (2) - Katrina, Bea <p>VIII. References</p> <ol style="list-style-type: none"> Use APA 7th edition
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DEADLINE OF SUBMISSION	Jun 9, 2025
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TASK	ASSIGNED MEMBER	INTERNAL DEADLINE	STATUS
Introduction	Patricia	Jun 8, 2025	In Progress ▾
Strategic Marketing Initiatives	Jazlyn	Jun 8, 2025	In Progress ▾
Brand Development	Katrina	Jun 8, 2025	In Progress ▾
Community Engagement and Collaborations	Kimberly	Jun 8, 2025	In Progress ▾
Strategy for Limited Resources	Lily	Jun 8, 2025	In Progress ▾
Conclusion	Bea	Jun 8, 2025	In Progress ▾
Visual Materials (Mock-ups)	ALL	Jun 8, 2025	Not Started ▾

CANVA LINK - INFOGRAPHIC
<ul style="list-style-type: none"> https://www.canva.com/design/DAGpX5bfFAw/23C_Vumwiah8wAMZbjM0lg/edit?utm_content=DAGpX5bfFAw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

CONTENT

CANVA LINK - INFOGRAPHIC

- https://www.canva.com/design/DAGpX5bfFAw/23C_Vumwiah8wAMZbjM0lg/edit?utm_content=DAGpX5bfFAw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

CONTENT FOR THE INFOGRAPHIC

I. Introduction - Patricia

a. Brief context of Panaderia Delight (Current challenges & Purpose of the strategy plan)

The Panaderia Delight is a small online business that sells Filipino pastries such as pandesal, ensaymada, and ube cheese bread. It recently opened; however, since it operates only as a small online bakery, it's having difficulties attracting new customers aside from loyal customers, mainly close friends and family, out of loyalty to the business owners. This implies that the newly opened small online bakery is having difficulty due to a lack of proper marketing. Unlike other stores in the same industry, it only operates online and lacks traditional advertisement, which is not openly visible to the public. In addition, another challenge to "Panaderia Delight" is that apart from difficulties within the marketing strategy, a lot of competitors are also in the bread industry locally and internationally, that have a physical presence, and also newly opened bakeries that operate initially through a social media platform, which limits "Panaderia Delight," to attract new customers and due to limited funds the business is not able to fully maximize the perks of operating as an online business.

Moreover, the strategy plan aims to help "Panaderia Delight" gain more customers, specifically to widen its reach to the public through a creative and affordable plan, considering that it initially has limited funds. In addition, since it operates as a small business, the strategy plan aims to strengthen the business presence in a creative yet engaging approach, further reaching into new markets, and retaining its relationship with the current customers.

b. Analysis of why sales are limited to the personal circle (Internal factors, External factors, Gaps)

To analyze why sales are limited to the personal circle, it's important to examine the **internal factors** affecting Panaderia Delight. Despite being situated on an online platform with a broad reach, the business has limited marketing opportunities. Wherein, citing *John Mulin's idea* to identify the problem first before looking into an idea is essential, the lack of effective marketing strategies has resulted in the business primarily relying on a personal network of friends, family, and classmates, preventing it from reaching a wider audience. However, in this case, if the social media platform the small business is using is not being fully maximized, it would not be entirely beneficial for the company. This lack of utilization would lead to the brand's weak presence within the public, and feedback would not be accessible if the business cannot be promoted to a broader audience. In addition, the lack of clear target market segmentation has hindered the product's improvement because it could not fully align with a specific target group's wants and needs, creating a gap for the company to effectively reach a bigger audience.

Moreover, in terms of **external factors**, there are initially a lot of similar businesses within the industry, and considering the amount of competition locally and internationally in the bread industry, it puts “Panaderia Delight” at a disadvantage to be acknowledged by the consumers. In addition, economically, since it’s operating as a small business on a social media platform, many people might be unable to afford it. In contrast, most people would just buy on the streets since the pastries offered are also most often seen in local areas. In which we can incorporate **John Mulin’s idea**, which is that entrepreneurs should be resourceful, as such, another issue is not investing in other platforms, such as food delivery apps like Grab Food or Food Panda, to reach a broader range of consumers in different areas.

Lastly, there’s a **gap** between the internal and external factors, which all point to not fully maximizing the current situation in terms of current customers of Panaderia Delight, as such it’s only closed off to a personal circle. However, to turn things around, specific solutions, such as getting feedback from the personal circle, would be a great way to build trust and attract new customers. This can be supported by **John Mulin’s idea** that instead of thinking too broad we should focus on a specific thing first as such, if the funds are limited one affordable yet creative way would be to shift the image of Panaderia Delight to a more wholesome and family friendly small business since most customers are in the personal circle it would best to use it to gain more customers further as such holding onto the essence of the brand’s name itself which is “Panaderia,” wherein most families in the Philippines associate themselves with nostalgic feelings and just fully being with their family.

II. Strategic Marketing Initiatives - Jazlyn

- a. What creative and cost-effective marketing strategies can you use to reach new customers in your city or region?
- b. How can you combine online and offline approaches to maximize visibility?

We suggest emphasizing the Product, Price, Place, and Promotion (4Ps) strategy to reach new customers creatively and cost-effectively. According to Twin (2024), the 4Ps provide a framework businesses can use to market their products or services to consumers effectively.

A marketing campaign begins with a clear understanding of the product itself. For Panaderia Delight, highlighting local, high-quality ingredients can resonate with consumers who value supporting local farmers and sustainable practices. Emphasizing this commitment to quality sets the brand apart and creates an emotional connection with customers. Additionally, introducing seasonal flavors of pandesal can generate excitement and demand, especially during holidays or special occasions. This strategy keeps the product offerings fresh and appealing, encouraging loyal customers to try new variations, thus retaining them. At the same time, according to Guy Kawasaki’s “**Churn, Baby, Churn**”, Panaderia Delight should continuously improve its products by refining them based on customer feedback and evolving needs, ensuring that the brand stays relevant, adapting to market trends, and positions itself for long-term success. This helps the business to continuously expand into new markets, attracting customers interested in these unique offerings. Additionally, in line with Kawasaki’s advice to “**Make a Mantra**”, Panaderia Delight needs a mantra that captures the essence of the company’s purpose and inspires the team, serving as a guide for the brand’s mission. For Panaderia Delight, we suggest the tagline “**Baked with Love, Made for YOU**”, which emphasizes the passion behind the products and fosters a personal connection with customers, making

them feel valued and part of the brand's story.

Additionally, the product's price should align with consumers' willingness to pay while maintaining profitability. To attract new customers, Panaderia Delight can offer bundles that provide value and encourage customers to try different products. For example, a bundle of pandesal, ensaymada, and ube cheese bread at a discounted price can entice customers to explore new flavors. Additionally, implementing a loyalty program where customers earn points for each purchase can incentivize repeat buying, creating a steady base of returning customers. This program can also offer rewards such as free products or discounts, further promoting customer retention.

Place refers to where the product is available and how it reaches consumers. While Panaderia Delight primarily operates online, participating in pop-up booths or local markets can help expand its reach to a broader audience, especially those who may not be active online. Partnering with local cafes to have their baked goods available in-store can also provide additional exposure and attract potential regular customers in those establishments. By positioning its products in accessible locations, Panaderia Delight can grow its customer base beyond just online buyers.

Promotion is crucial for informing consumers of the product and communicating its value. A strong physical and online presence is key to engaging new customers. Panaderia Delight can create content showcasing its products through high-quality photos, behind-the-scenes videos of the baking process, and customer testimonials to build trust and attract interest. On top of digital engagement, hosting small, in-person tasting events in partnership with cafés allows the business to interact with potential customers directly. These events create opportunities for customers to sample the products firsthand and foster a deeper connection with the company. In this way, offline and online marketing approaches maximize Panaderia Delight's visibility.

III. Brand Development - Katrina

- a. What visual and narrative elements (e.g., logo, packaging, story, tone) will make your brand recognizable and appealing?
- b. How will you maintain consistency in your branding across different platforms and materials?



Packaging designs



The brown paper bag packaging of Panaderia Delight exudes a charming, rustic feel that reminds customers of traditional, home-baked goods. Tied neatly with a white ribbon, it gives off a handcrafted and thoughtful presentation—perfect for those who appreciate simple yet heartfelt packaging. The warm, earthy tone of the paper and the wheat-and-bread-themed logo in the center emphasize the freshness and natural quality of the products inside. This packaging is ideal for small baked items, daily purchases, or takeaway orders.

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. Its simple yet thoughtful design, combined with the familiar logo, leaves a strong impression and reinforces the brand's identity. It represents not just the quality of the baked goods but also the character of the brand as warm, genuine, and traditional. This kind of packaging allows Panaderia Delight to feel like a comforting and familiar part of everyday living.



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. The smooth, sturdy structure gives it a premium feel, making it perfect for larger orders, special occasions, or gifting. The consistent use of the logo on the front, featuring baked bread and wheat, keeps the brand easily recognizable and connects it with a sense of warmth and celebration.

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. More than just packaging, it creates an experience. Customers won't just remember the delicious treats; they'll remember the feeling of unboxing something special. This helps Panaderia Delight stand out as a bakery that values both presentation and sustainability.

Story

- "Baked with Love, Made for YOU"
- 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 on the planet. From the buttery ube rolls to the delicate pandesal, "every bite is Baked with Love, Made for YOU."

Consistency

- Use the same brand kit (logo, fonts, color palette)
- Stick to warm-toned, natural-light food photography
- Align packaging, promotions, and social media posts with the brand's visual and emotional identity.

Importance:

Professionalism is communicated by consistent branding on websites, social media, packaging, and ads. Consistency strengthens memory retention and reinforces your brand message.

IV. Community Engagement and Collaborations - Kimberly

- a. What partnerships or local collaborations can help promote your business to new audiences?
- b. How can you encourage community involvement through events, promotions, or shared content?

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 organization 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 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 vloggers like Foodie Finds Manila, 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-for instance, "Tag Friends for a Chance to Win Free Ensaymada for a Month".

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 University of the Philippines - Culinary Society 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 can lead to the bakery establishing itself as a community brand. For instance, a pilot with the annual health fair of Barangay San Antonio-distributing healthy snack packs with whole-grain pandesal-can serve as a prototype for future ties.

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. Strategy for Limited Resources - Lily

- a. What sample materials (e.g., mock social media posts, video scripts, packaging designs) will demonstrate your strategy?
- b. How does your overall plan achieve long-term business growth while using limited resources?

• Mock Social media post

-Instagram Carousel Post

Theme: "Holiday Pandesal Flavors are Here!"

Images: Close up images of limited seasonal flavors (queso de bola, bibingka-inspired pandesal).

Caption: "Celebrate the season, one bite at a time! Our festive flavors are new, baked with love, and made for YOU! #PanaderiaDelight #PandesalLove"

-Reel/TikTok Video

Title: "To You, From Our Oven"

Script/Visuals: Fast cuts from dough prep, baking, packaging, and customer unboxing shots with upbeat acoustic as background music. Ends with "Baked with Love, Made for YOU."

- Customer Testimonial Post

Image: A customer smiling holding a box of assorted breads.

Caption: "The ube cheese roll was heaven in every bite! I'm hooked! #PandesalMoments"

-Video for Brand Story Post

Title: "Why We Bake"

Scene 1: old video clips and photos of college friends baking in a dorm kitchen.

Voiceover: "We began with a simple mission—bake for the people we loved."

Scene 2: cut to today—packing orders, laughing in the kitchen.

Voiceover: "Now, we share that same warmth with you. Every roll, every bite—Baked with Love, Made for YOU."

• Promotional materials

-Event Flyer (for Local Market Pop-up)

Headline: "Taste the Love!"

Subtext: "Catch Panaderia Delight at the Manila Weekend Market - Free samples, bundles, and giveaways!"

Visuals: High-resolution bread photography, logo, date/time/location, and social media handles.

-Loyalty Card Mock-up:

Design: Minimalist kraft-style card.

Offer: "Buy 9, Get 1 Free - Because every bite should be a reward".



- **Packaging designs**

-The packaging of Panaderia Delight is a mash-up of lovely, practical and sustainable. The brown paper bags offer a rustic feel with the white ribbon

reminiscent of traditional, home-baked loaves of bread or treats to service fresh everyday purchases or take-out. It captures all of the freshness of bread while reflecting the simplicity and sustainability of its packaging (plastic-free, recyclable and biodegradable).

-The box packaging is aesthetically elegant and practical with a decorative white bow and carry handle for larger purchases, gifts, or special occasions. The packaging is made from a strong recyclable material with consistent brand identity to create satisfaction in sharing and looking aesthetically pleasing while highlighting the unboxing experience and the brand's warmth and authenticity. Overall, regardless of the packaging style, both pieces reflect their commitment to quality, sustainability, and trying to present a warm heartfelt experience.

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 provides 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. Conclusion - Bea

a. What are the key takeaways and priorities for growing Panaderia Delight?

The key takeaways and priorities for growing Panaderia Delight include strengthening brand presence, expanding reach beyond the personal circle, and using creative yet cost-effective marketing strategies. Focusing on clear product positioning, affordable bundles, and consistent storytelling through the brand's tagline, "Baked with Love, Made for YOU," will help the business become more recognizable and appealing. Combining online and offline strategies, such as active social media engagement and participating in local events or pop-up markets, will maximize visibility and help attract new customers while keeping existing ones loyal. Collaborations with local cafés, community groups, and student organizations also support brand exposure without requiring large

investments.

b. How will the team measure success and adapt the strategy over time?

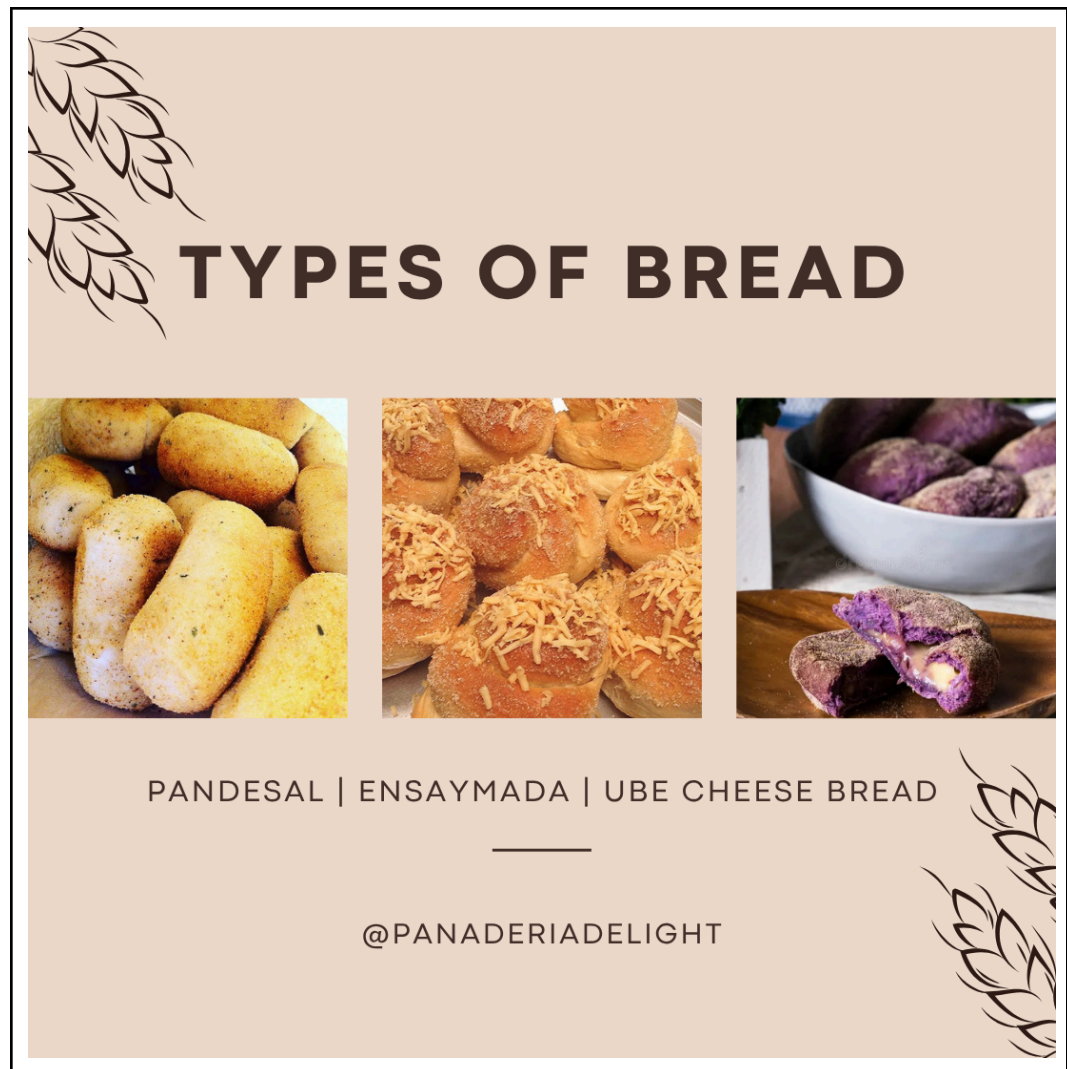
The team will measure success by tracking growth in customer base, social media engagement, repeat purchases through loyalty programs, and overall brand recognition. Metrics like the number of new followers, shares, event attendance, and feedback collected will help assess what strategies work best. Over time, Panaderia Delight will adapt its strategy based on customers feedback, seasonal trends, and community involvement. By staying aligned with the brand's emotions and maintaining consistency across all platforms, the business can grow sustainability even with limited resources while continuing to fulfill its mission of offering freshly goods made with care and heart.

VII. Visual Materials (Mock-ups) -

a. Logo of Panaderia Delight (2) - Lily, Jazlyn



- b. Mock social media posts (sample promotions) (2) - Pat, Kimberly



c. Packaging designs (2) - Katrina, Bea



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VIII. References

Twin, A. (2024, August 9). 4 Ps of Marketing: What They Are & How to Use Them Successfully. Investopedia.
<https://www.investopedia.com/terms/f/four-ps.asp>

REVISED PAPER



Presented to the **College of Business**

Ramon V. del Rosario

De La Salle University - Manila

In partial fulfillment of the course

In **Communication Skills for Leaders (COMSKIL K32)**

Term 3, A.Y. 2024-2025

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

June 23, 2025

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

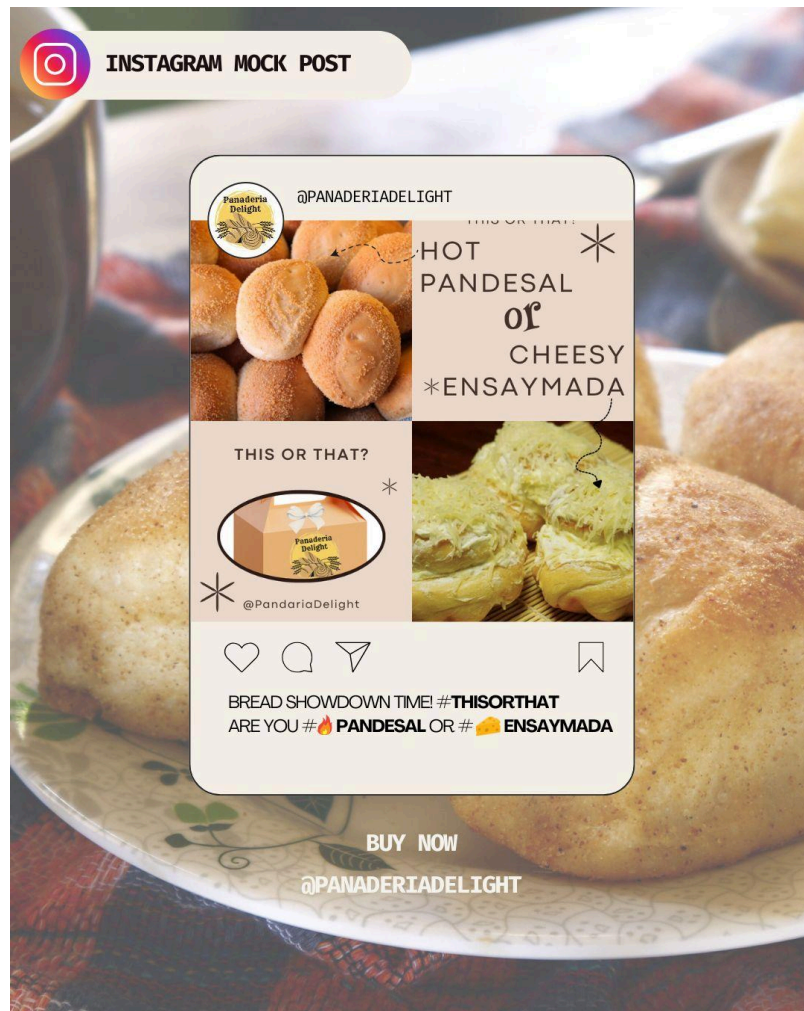


Figure 6. *Types of Bread that Panaderia Delight Offers*

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.

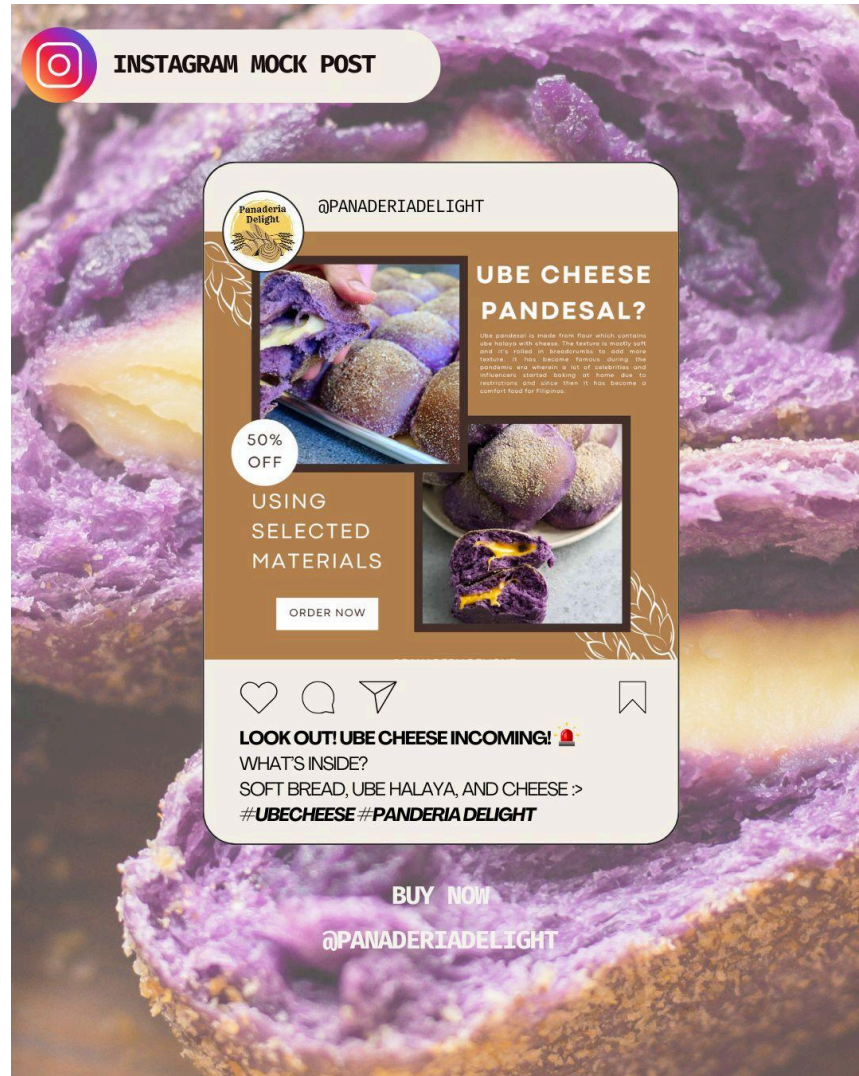


Figure 8. *What's in our Bread?*

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.

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