

### **Confidentiality Statement**

This document (the "Business Plan") contains confidential information proprietary to Loli & Julio's Bakery and Cafe. This information and related conversations are submitted solely for the purpose of introducing selected parties to the Loli & Julio's Bakery and Cafe's Business Plan. The Loli & Julio's Bakery and Cafe's disclosure of information contained herein and in related conversations does not constitute authorization for the recipient of the Business Plan to use the information, ideas, or concepts contained herein for any purpose other than the evaluation of the Company, or to disclose any information to any other parties. The Loli & Julio's Bakery and Café retains ownership of this Business Plan, including any and all concepts and ideas described herein.

Each recipient of this document agrees to treat the information in a strictly confidential manner. The recipient may not disclose, directly or indirectly, or permit any agent or affiliate to disclose any information contained herein, or reproduce this document in whole or part without the prior written consent of the Company, unless otherwise required by applicable law.

Any party who accepts delivery of this Business Plan, or any other document(s) or verbal communication(s) of confidential information from the Loli & Julio's Bakery and Cafe, agrees to be bound by the terms of this Confidentiality Statement, and further agrees to promptly return any such documents and materials to the Loli & Julio's Bakery and Café upon request.

#### **Disclaimer Statement**

The market analysis and financial projections presented herein represent the Loli & Julio's Bakery and Cafe's best judgment and reasonable assumptions of future events and circumstances; all other information contained herein has been obtained from sources deemed reliable. However, no warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained herein, and same is submitted subject to errors and omissions, and no representations or warranties of future Loli & Julio's Bakery and Café performance or market trends are intended and such are expressly disclaimed.

#### **Contact Us**

# **Index**

Executive Summary
Company Overview
Industry Analysis
Market Analysis
S.W.O.T Analysis
PESTEL analysis
Competitive Analysis
Organisational Planning
Marketing Planning
Financial planning





#### Introduction

Loli & Julio's Bakery and Café is a start-up coffee and bakery retail establishment located in Los Angeles. Loli & Julio's Bakery and Café expects to catch the interest of a regular loyal customer base with its broad variety of coffee and pastry products. The company plans to build a strong market position in the town, due to strong marketing effort and mild competitive climate in the area.

The local area has been in dire need of more service of this type for some time and Loli & Julio's Bakery and Café plans to adequately serve them through the consistent delivery of real-time hospitality. The market is definitely filled with opportunities but in order to capitalize on them, a strong infusion of working capital must have acquiesced.

The founder projects needing 100K for their business venture with repayment being made out of the profits that are driven annually. Funding that is secured will be used in a variety of areas including Marketing, logistics, management, site procurement as well as the day to day operations of the organization.

The marketing for Loli & Julio's Bakery and Café will be done through a variety of mediums including the Internet, mass media, print and networking. Internet efforts will centre on the creation of a user-friendly website that clearly lists all of the core services that will be offered. The website will be developed using the latest in online technologies including SEO (Search Engine Optimization) which will allow for a much higher ranking in popular search engines like Yahoo.com and Google.com to name a few. In addition to the home website, plans also call for the creation of a strong social media presence using Facebook.com and Twitter.com; the world's most popular social media portals with over 1 billion persons in their combined user communities.

The financials for Loli & Julio's Bakery and Cafe are quite promising and bode well for future expansion into other sectors of the region and service areas. The overhead costs are moderate but do not in any way threaten the long-term profit margin potential that the organization has shown.

**Market Analysis Summary** 

**Location**Los Angeles, CA

Local Resident Total Population 39, 18,872

Tourist Overnight and day visitor in year: 48, 50, 0000

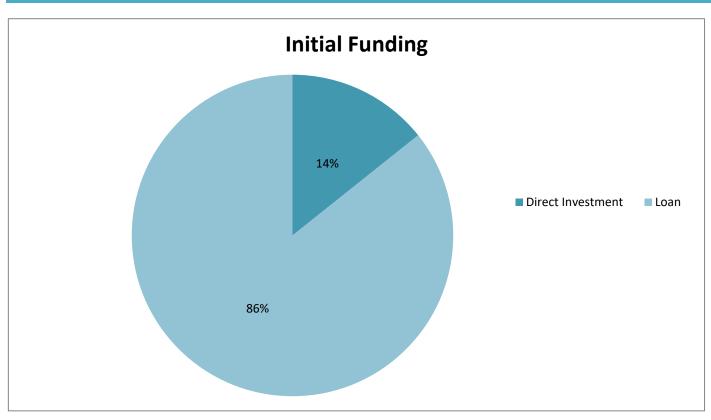
Local Working People Total Working Population 18, 53, 827

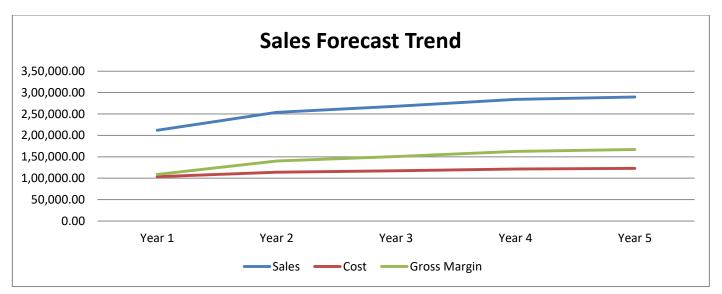
Students
Total Student Population
10, 31, 409

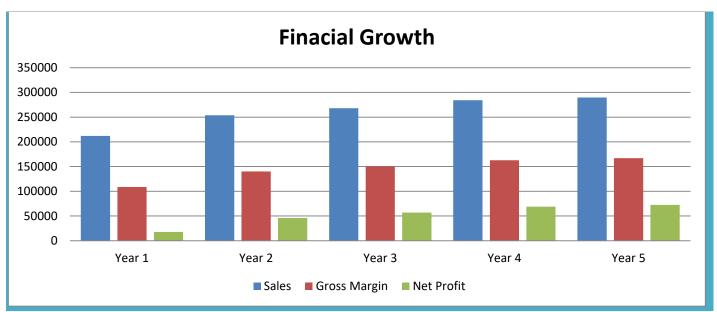
### **Target Population**

- 1. local residents
- 2. Tourists
- 3. Local working people
- 4. Students
- 5. Travelers passing through

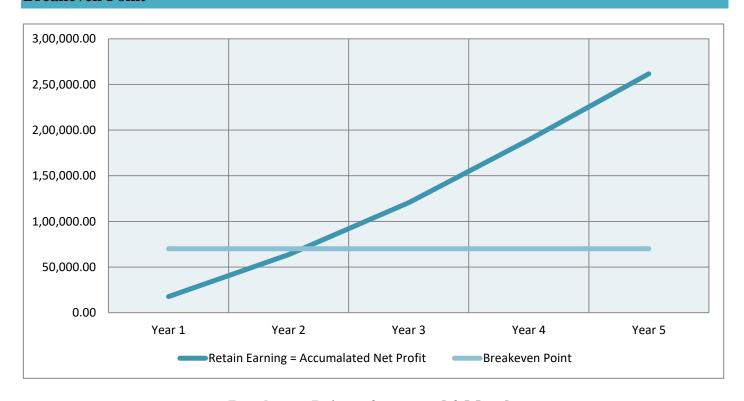
## **Financial Analysis Summary**







## **Breakeven Point**



Breakeven Point  $\approx$  2 year and 2 Months



#### **Business information:**

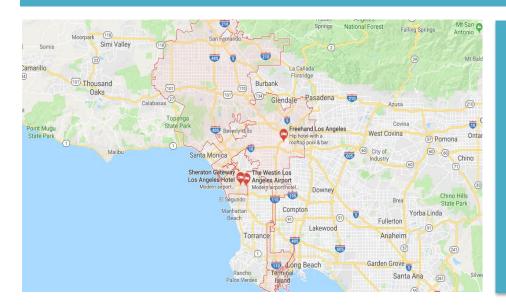
Name of Coffeehouse: Loli & Julio's Bakery and Cafe

**Industry type:** Restaurant industry – Bakery and Cafe

**Business structure:** Partnership / Sole proprietorship

Planned Marketplace: Los Angeles, California,, USA

#### Location



**Space Available:** 3570 Square Foot

Type of property:
Leased property

No. of table: 8-10 Monthly Rent \$2500

Planned Marketplace: Los Angeles, California,, USA

#### **Business Idea**

In Los Angeles, less established bakery cafe and a tremendous opportunity to the growth of bakery business is the force for Loli & Julio's Bakery and Cafe establishment.

This focused on providing fresh bakery product to the target market. They can reach target market through the in-house cafe and also be using home delivery services.

**Taste** 

Brand

Quality

Value for money

Deals on products

See list criteria on which customer usually select your food Low price
In-store availability
Freshness of roast
Habit
Recommendation of Friends

## **Working Hours:**

Day	Working Hours	Happy Hours
Monday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Tuesday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Wednesday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Thursday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Friday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Saturday	08:00 AM - 06:00 PM	-
Sunday	08:00 AM - 06:00 PM	-

## **Contact Us**

Samantha Santiago Torres, 1423 S 3rd ST, CA, USA

Email Id: loliandjulio@gmail.com



#### **Bread and Bakery Products**

Humans had processed and consumed wild cereal grains about 23,000 years ago. In 9500 BC, simple stone mechanisms were used for crushing a variety of cereals to remove the outer husks and make the grain edible. Later on, these ground grains were mixed with water to create an assortment of food that ranged from a thin gruel to a thick porridge. A bread-like crust would form when the paste was left to dry in the sun. The earliest bread took shape when wild yeast was combined with the powdered grains and water, where the fermentation process slightly raised the crust. Ancient bread evolved when man discovered use of wheat and barley, along with acquiring new skills of turning flour and water into palatable bread.

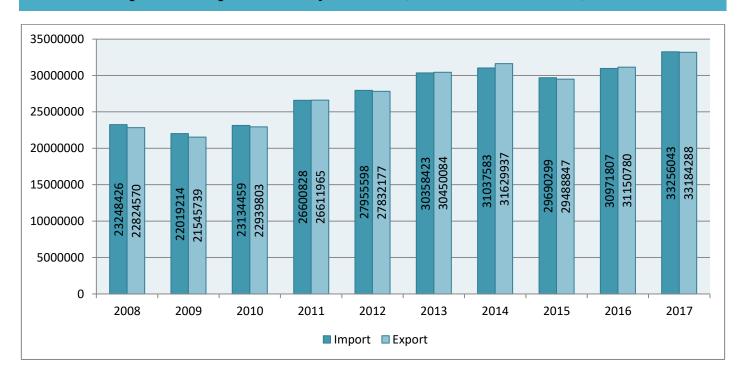
At present day, bread is a food staple in many cultures all over the world. Bread is typically made from wheat flour dough and yeast, left to rise and then baked in an oven. It can also be made from the flour of other wheat species such as spelt, emmer, einkorn and kamut and non-wheat cereals including rye, barley, maize (corn), oats, sorghum, millet and rice. Breads come in various shapes and sizes: bagels, rolls, buns, flatbreads and the like. While bread is the most common baked item, other types of bake goods include biscuits, brownies, cakes, cookies, crackers and pastries.

In 2015, retail sales of bread and baked goods in the United States amounted to approximately 27.46 billion U.S. dollars. That year, crusty and hot hearth breads accounted for the bulk of U.S. bread sales, followed by artisan and sandwich breads. Grupo Bimbo was the leading vendor of fresh bread in the country in 2015, however, U.S. consumers preferred private labels over top brands such as Nature's Own and Brownberry. Cakes were the most popular segment in the U.S. baked goods and dessert category in 2016.

#### What is the Bakery Cafes Industry?

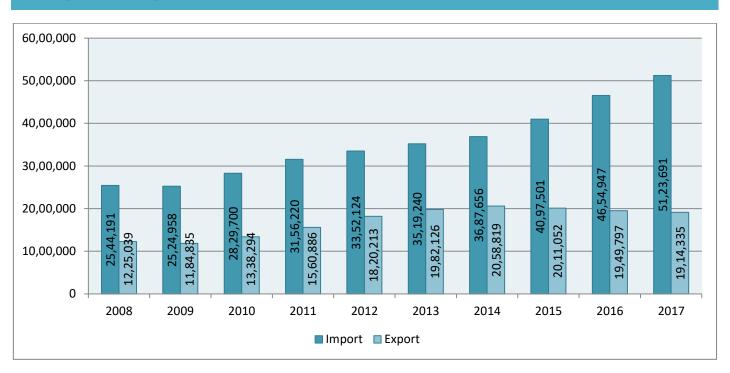
This industry comprises companies that produce food that is flour-based in an on-site oven for immediate consumption. Typical products include bread, cakes, pastries, pies and bagels, as well as complementary products, such as sandwiches, soups and salads. Purchases may be consumed on-site or taken to go.

#### Worldwide Import and Export of Bakery Products (in US Dollar thousand)



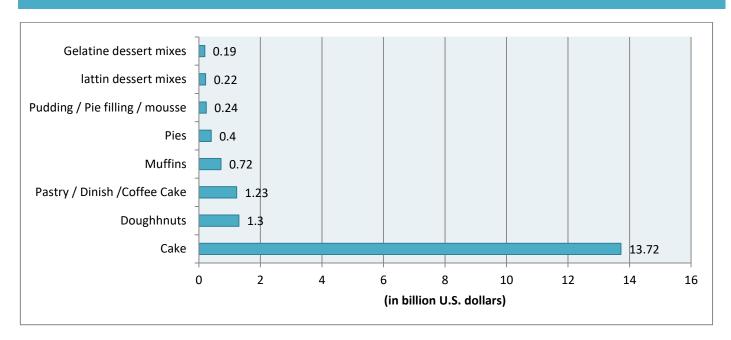
This statistic illustrates continues increase in export and import of bakery product with time.

#### **US Import and Export of Bakery Products (in US Dollar thousand)**



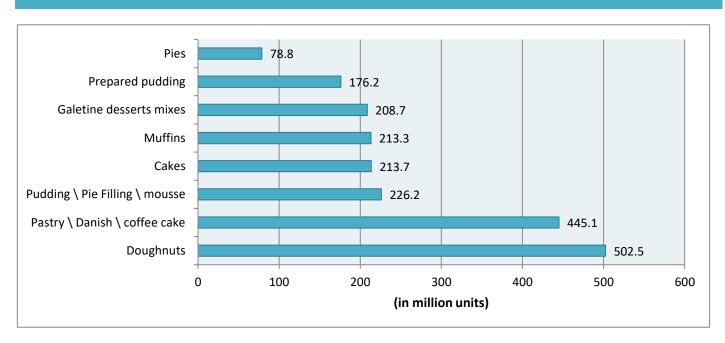
This statistic illustrate the continues increase in export and import of bakery product with time in US and US bakery industry contributing big part of worldwide import and export in year 2017.

#### Dollar sales of the baked goods and dessert category in U.S. retail stores in 2016, by segment



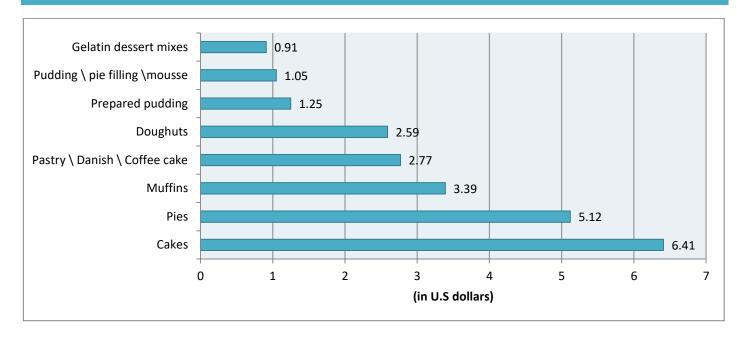
This statistic illustrates the dollar sales of the baked goods and dessert category in U.S. retail stores in 2016, by segment. For 2016, cakes generated sales of about 13.72 billion U.S. dollars in U.S.

## Unit sales of the baked goods and dessert category in U.S. retail stores in 2016, by segment



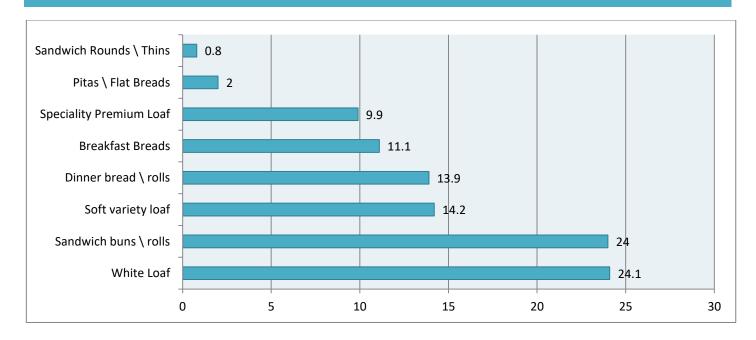
This statistic shows the unit sales of the bakery goods and dessert category in U.S. retail stores in 2016, by segment. For the 52 weeks ended May 15, 2016, gelatin dessert mixes had sales amounting to 208.7 million units in U.S. retail stores.

#### Average price per unit of the baked goods category in U.S. retail stores in 2016, by segment



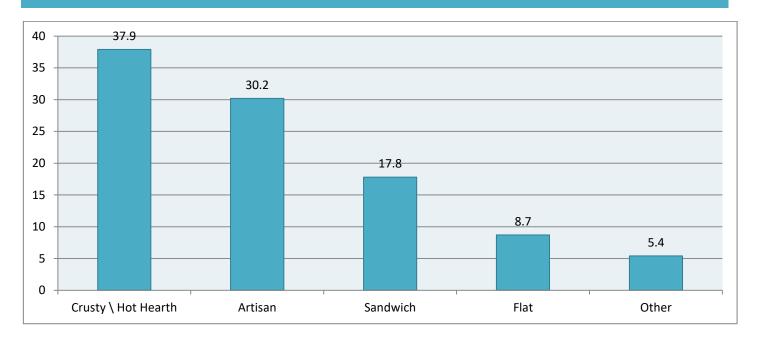
This statistic illustrates the average price per unit of the baked goods category in U.S. retail stores in 2016, by segment. For the 52 weeks ended May 15, 2016, muffins had an average price of 3.39 U.S. dollars per unit in U.S. retail stores.

#### Retail unit sales share of fresh breads and rolls in the United States in 2017, by product type



This statistic presents the retail unit sales share of fresh breads and rolls in the United States in 2017, by product type. For the 52 weeks ending October 8, 2017, dinner bread and rolls accounted for a share of 13.9 percent of U.S. retail unit sales.

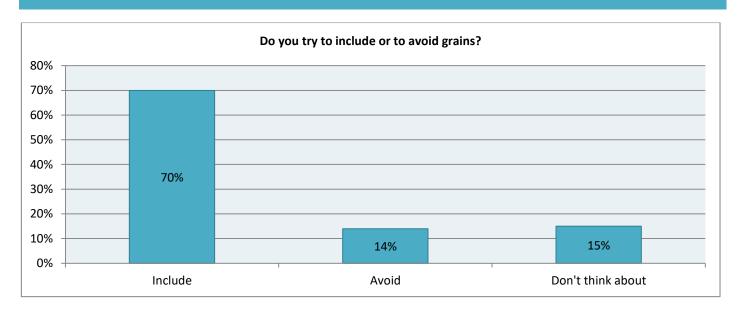
## Category share of bread sales in the United States in 2017, by type



This statistic illustrates the category share of bread sales in the United States in 2017, by bread type. In that year, sandwich breads accounted for a share of about 17.8 percent of total U.S. bread sales.

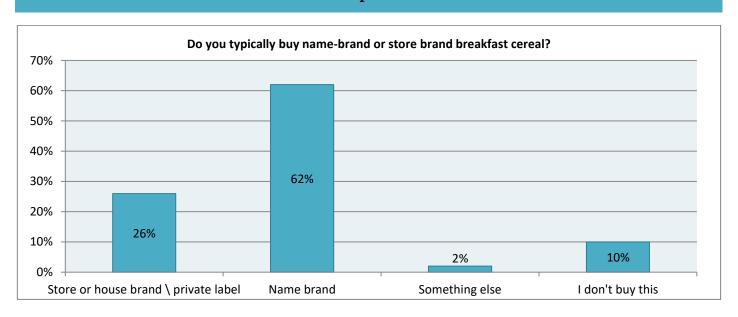
#### **Consumer Consumption Behaviour**

#### Americans' likeliness to include or to avoid grains 2015 in percentage



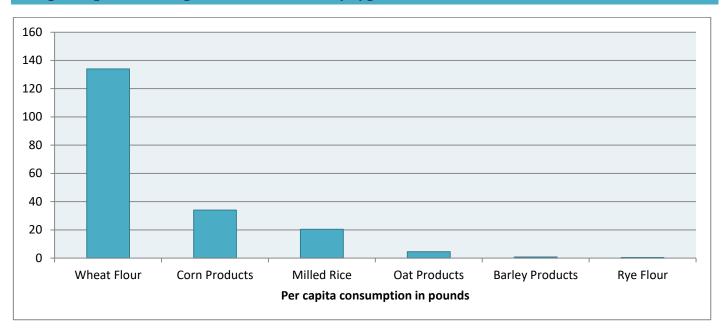
This statistic presents the results of a survey among American adults regarding their likeliness to actively include or avoid grains such as bread, cereal, pasta and rice in their diet. Some 70 percent of U.S. adults stated to actively try to include grains in their diet.

#### Name-brand vs. store brand: U.S. consumers' preferences of breakfast cereal 2014



This statistic displays the results of a survey among U.S. adult consumers. The survey was conducted online by Harris Interactive in November 2014, asking the respondents whether they typically buy name-brand or store brand breakfast cereals. The survey revealed that 26 percent of respondents prefer store brand breakfast cereals.

#### U.S. per capita consumption of flour 2015, by type



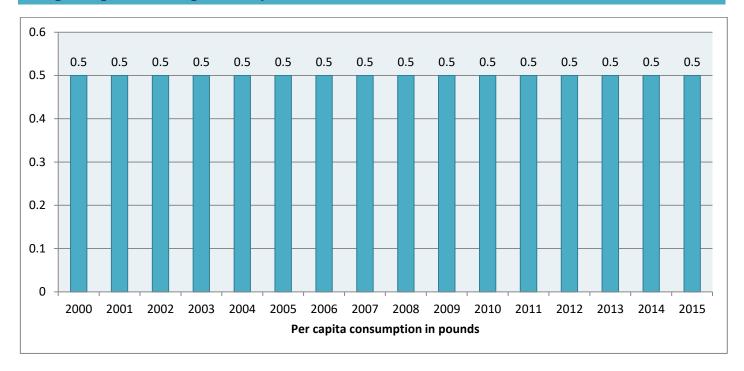
The timeline shows the per capita consumption of flour and cereal products in the United States in 2015, by type. According to the report, the U.S. per capita consumption of corn products amounted to 34 pounds that year.

#### Per capita consumption of wheat flour in the U.S. 2000-2015



The timeline shows the per capita consumption of wheat flour in the United States from 2000 to 2015. The U.S. per capita consumption of wheat flour amounted to 134 pounds in 2015.

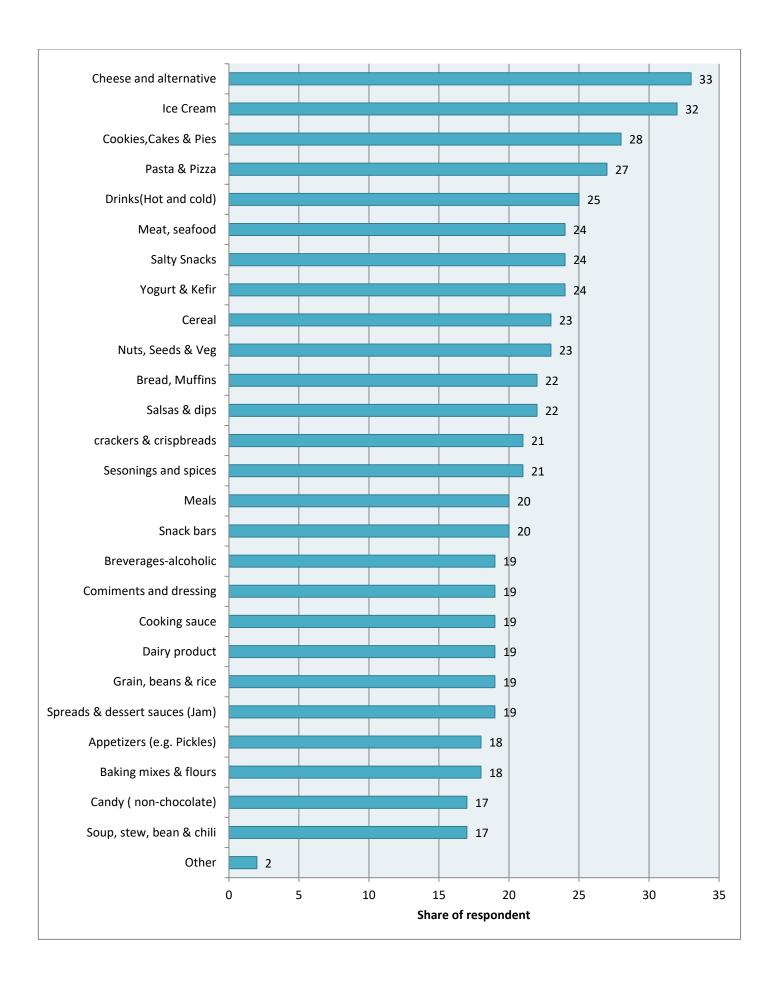
#### U.S. per capita consumption of rye flour from 2000 to 2015



The timeline shows the per capita consumption of rye flour in the United States from 2000 to 2015. The U.S. per capita consumption of rye flour amounted to 0.5 pounds in 2015.

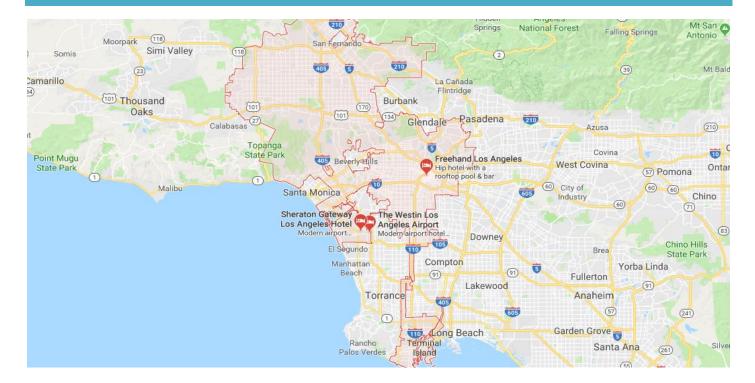
### Share of U.S. consumers purchasing specialty foods in 2016, by category

This statistic depicts the categories of specialty foods purchased by consumers in the U.S. in 2016. In order to gather this information, an online survey was conducted among 1,292 adults with internet access in the United States . The survey revealed that 31 percent of U.S. consumers purchased specialty chocolate products.





#### **Market Overview**



Los Angeles, California, USA

### **Market Segmentation**

The Loli & Julio's Bakery and Cafe's customer base in Los Angeles is comprised of five groups.

- 1. local residents
- 2. Tourists
- 3. Local working people
- 4. Students
- 5. Travelers passing through

These groups are all potentially strong customer segments. The benefit of this mix of customers is that it helps maintain consistent business throughout the year. For example, while tourism is strong all year long in Los Angeles, it peaks during the summer months. Conversely, the student population is not as strong during the summer as it is from September through June of each year.

The other customer segments (local residents, local business and pass-through traffic on roadway) provide a consistent foundation all year long.

Also, by appealing to several market segments, The Loli & Julio's Bakery and Cafe's does not become overly dependent on any single consumer group. For example, several local Bakery and Cafe's with primarily targeting student customers do poorly during the non-school months. They must also market themselves anew each year to the incoming students. The Loli & Julio's Bakery and Cafe's will avoid these peaks and valleys in business with a mix of customers.

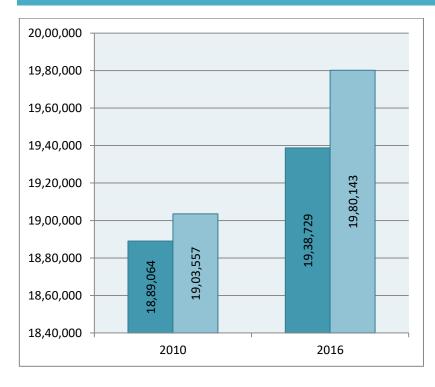
#### **Local residents**

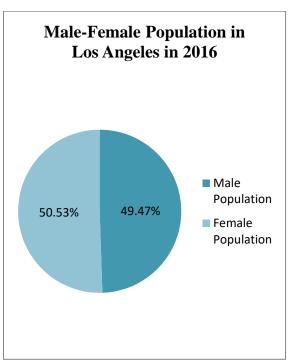
Los Angeles is the second-most populous city in the United States, after New York City. With a population estimated at 3.91 million, Los Angeles is the largest and most populous city in the state of California and the cultural, financial, and commercial centre of Southern California.

### Population of Los Angeles, California

Year	2016	2010
Male Population	1,938,729	1,889,064
Female Population	1,980,143	1,903,557
Total Population	3,918,872	3,792,621

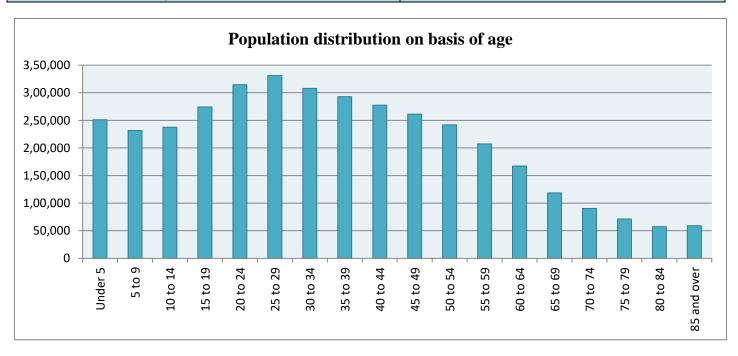
#### **Change of Population from 2010 to 2016**





## Population distribution on basis of age

Age Range	Population
Under 5 years	2,51,097
5 to 9 years	2,31,528
10 to 14 years	2,37,462
15 to 19 years	2,74,373
20 to 24 years	3,14,543
25 to 29 years	3,31,074
30 to 34 years	3,07,826
35 to 39 years	2,92,913
40 to 44 years	2,77,554
45 to 49 years	2,61,238
50 to 54 years	2,41,926
55 to 59 years	2,07,222
60 to 64 years	1,67,169
65 to 69 years	1,18,509
70 to 74 years	90,550
75 to 79 years	71,284
80 to 84 years	57,375
85 years and over	58,978



According to Statistic shown below, Los Angeles market constitutes 50.53 % of ale population and 49.47 % of the female population. Most of the target population is part of the age group over 10 years with 87.76 % of total population. *Sources of Data: Census bureau*, www.census.gov

#### **Tourists**

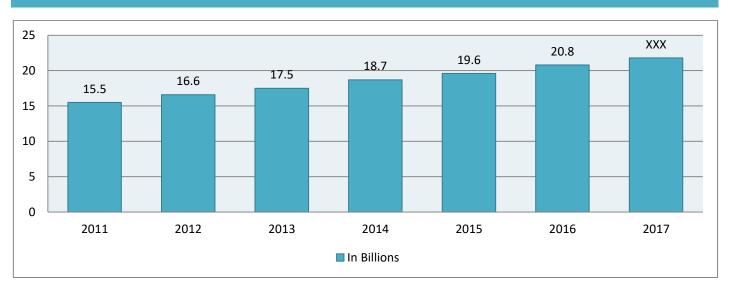
Los Angeles is a sprawling Southern California city and the centre of the nation's film and television industry. Near its iconic Hollywood sign, studios such as Paramount Pictures, Universal and Warner Brothers offer behind-the-scenes tours.

#### Los Angeles overnight and day visitors



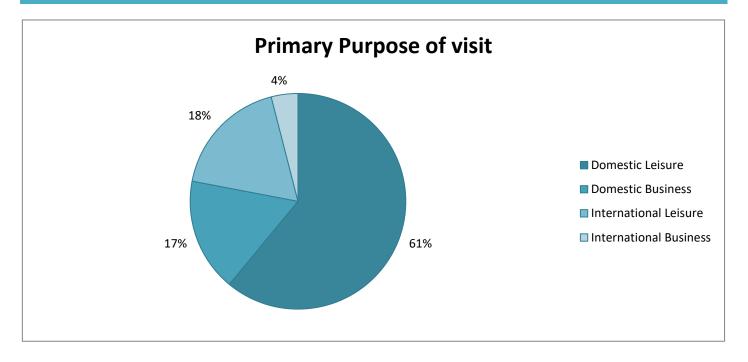
In 2017, Los Angeles achieved a record high with 48.5 million overnight and day visitors an increase of 2.6 % over the previous year.

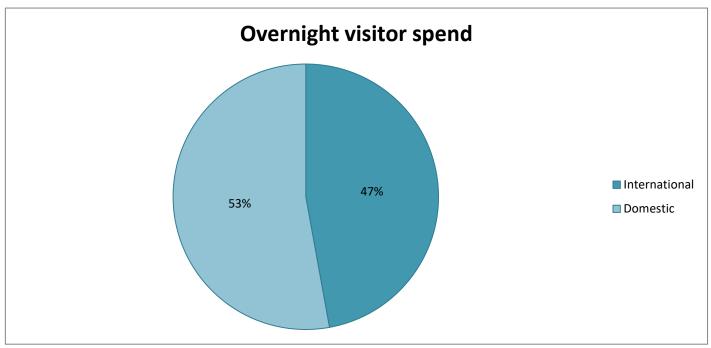
## Overnight visitor spending in Los Angeles, 2016



The direct visitor spends totalled \$ 21.9 billion in 2016, a 6.3% over 2015, also a record high. Spending by domestic day and overnight visitors totalled \$15.0 billion, while spending by international visitor totalled \$ 6.9 billion. 2017 spend figures expected to be available in August 2018.

## Los Angeles overnight visitor market segmentation





International tourist represent 22% of overnight visitor but generate 33% of total spend

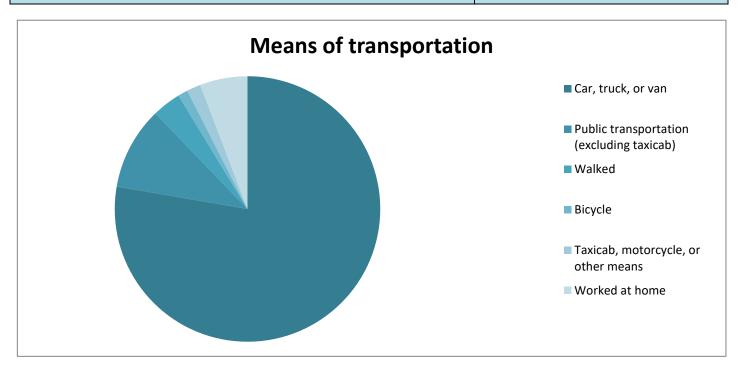
Sources: Tourism Economics, Smith travel research via LA Tourism & Convention Board at www.discoverlosangeles.com

### Local working people

In Los Angeles, there is **total working population is 1,853,827** over age 16 years. This population is employed in international trade, entertainment, aerospace, technology, petroleum, fashion, apparel, and tourism. Los Angeles was ranked as having the 19th most competitive financial centre in the world, and sixth most competitive in the United States.

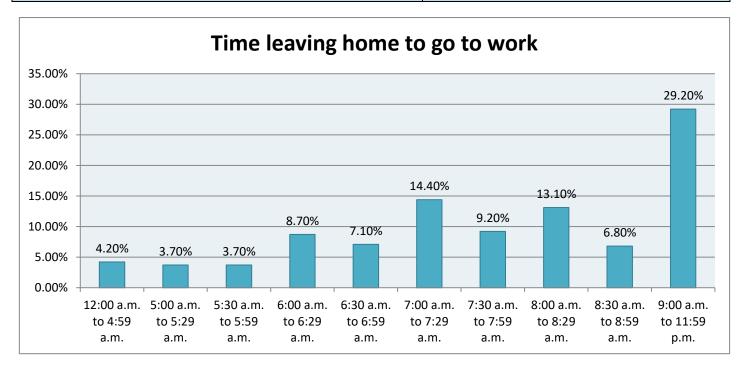
Local Working population: Mean of travel by type

Means of transportation of working population	Share of working population
Car, truck, or van	77.70%
Public transportation (excluding taxicab)	10.10%
Walked	3.50%
Bicycle	1.20%
Taxicab, motorcycle, or other means	1.70%
Worked at home	5.80%



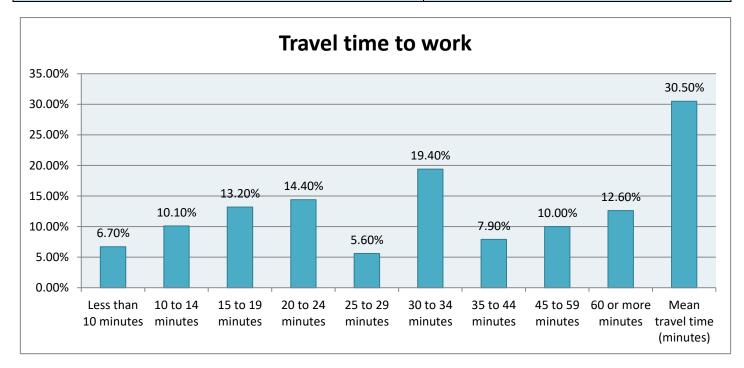
## Local Working population: Time leaving home to go to work

Time leaving home to go to work	Share of working population
12:00 a.m. to 4:59 a.m.	4.20%
5:00 a.m. to 5:29 a.m.	3.70%
5:30 a.m. to 5:59 a.m.	3.70%
6:00 a.m. to 6:29 a.m.	8.70%
6:30 a.m. to 6:59 a.m.	7.10%
7:00 a.m. to 7:29 a.m.	14.40%
7:30 a.m. to 7:59 a.m.	9.20%
8:00 a.m. to 8:29 a.m.	13.10%
8:30 a.m. to 8:59 a.m.	6.80%
9:00 a.m. to 11:59 p.m.	29.20%



## **Local Working population: Travel time to work**

Travel time to work	Share of working population
Less than 10 minutes	6.70%
10 to 14 minutes	10.10%
15 to 19 minutes	13.20%
20 to 24 minutes	14.40%
25 to 29 minutes	5.60%
30 to 34 minutes	19.40%
35 to 44 minutes	7.90%
45 to 59 minutes	10.00%
60 or more minutes	12.60%
Mean travel time (minutes)	30.50%



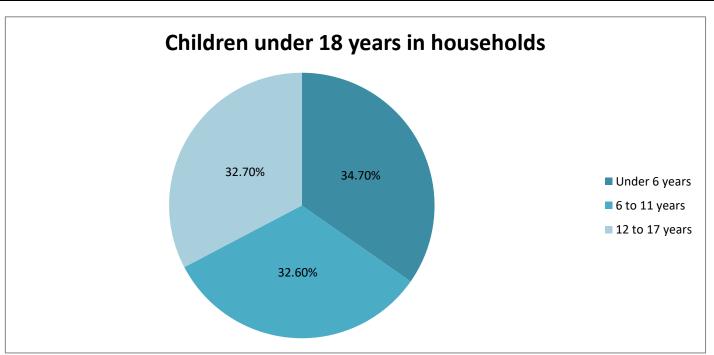
#### **Students**

There are three public universities located within the city limits: California State University, Los Angeles (CSULA), California State University, Northridge (CSUN) and University of California, Los Angeles (UCLA).

Also, the number of private colleges and community colleges are present in Los Angeles area. There are numerous additional colleges and universities outside the city limits in the Greater Los Angeles area.

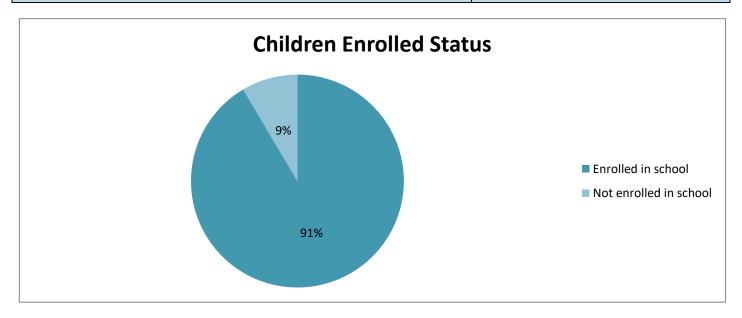
#### Children under 18 years in households

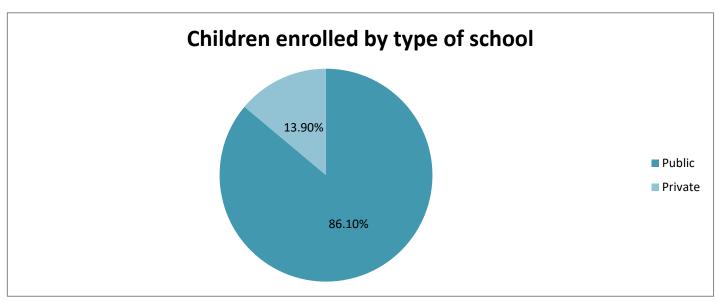
Children under 18 years in households	8,43,590
Under 6 years	34.70%
6 to 11 years	32.60%
12 to 17 years	32.70%



## Children 3 to 17 years in households enrolled in school

Children 3 to 17 years in households	6,99,430
Enrolled in school	6,39,910
Public	86.10%
Private	13.90%
Not enrolled in school	59,520

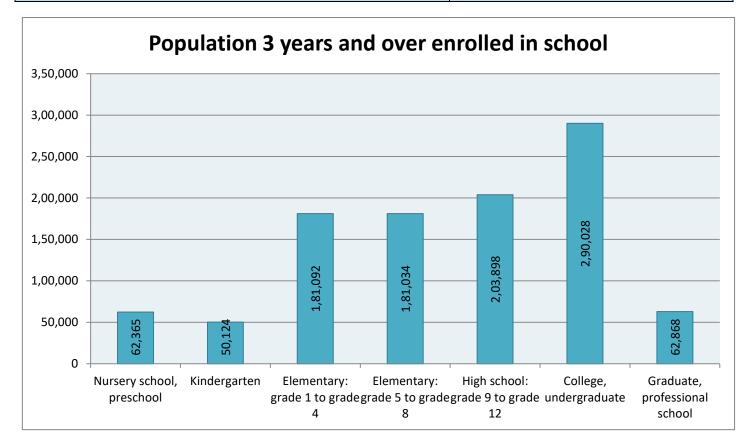




## Population 3 years and over enrolled in school

Population 3 years and over enrolled in school: 1,031,409

Population 3 years and over enrolled in school	Population
Nursery school, preschool	62,365
Kindergarten to 12th grade	6,16,148
Kindergarten	50,124
Elementary: grade 1 to grade 4	1,81,092
Elementary: grade 5 to grade 8	1,81,034
High school: grade 9 to grade 12	2,03,898
College, undergraduate	2,90,028
Graduate, professional school	62,868



#### Travelers passing through:

The city and the rest of the Los Angeles metropolitan area are served by an extensive network of freeways and highways. The Texas Transportation Institute, which publishes an annual Urban Mobility Report, ranked Los Angeles road traffic as the most congested in the United States in 2005 as measured by annual delay per traveler. The average traveler in Los Angeles experienced 72 hours of traffic delay per year according to the study. Los Angeles was followed by San Francisco/Oakland, Washington, D.C. and Atlanta, (each with 60 hours of delay). Despite the congestion in the city, the mean travel time for commuters in Los Angeles is shorter than other major cities, including New York City, Philadelphia and Chicago. Los Angeles's mean travel time for work commutes in 2006 was 29.2 minutes, similar to those of San Francisco and Washington, D.C.

Among the major highways that connect LA to the rest of the nation include Interstate 5, which runs south through San Diego to Tijuana in Mexico and north through Sacramento, Portland, and Seattle to the Canada–US border; Interstate 10, the southernmost east–west, coast-to-coast Interstate Highway in the United States, going to Jacksonville, Florida; and U.S. Route 101, which heads to the California Central Coast, San Francisco, the Redwood Empire, and the Oregon and Washington coasts.

Sources of Data: Forbes, <a href="https://www.forbes.com/2008/04/24/cities-commute-fuel-forbeslife-cx\_mw\_0424realestate.html#1b1ba2c81bee">https://www.forbes.com/2008/04/24/cities-commute-fuel-forbeslife-cx\_mw\_0424realestate.html#1b1ba2c81bee</a>



## S.W.O.T. analysis

Strengths	Weaknesses
Produces extremely good quality and taste	No customer base
Offering different varieties of bakery product	Less awareness about the brand within customers
Excellent Customer services	High marketing cost
Well rounded ambience to help customer relax	High competition
Offering the personalised level of services to a customer	Business commencing at small scale
Selling product at an affordable price	Higher starting cost as compared to normal bakery
Unique experience offering to the customer with a quality product	
Opportunities	Threats
The bakery industry is one of fastest growing industry	There is a lot of bakery and café to replaces the proposed concept
Operating bakery and café in one of largest famous tourist spot	availability of preserves breads and cake in the marketplace
The fastest growing trend in generation x and millenniums	the fastest growing competitive giant like Starbucks and Costa coffee
Increasing consumer demand for a personalised level of services	Changing taste of consumer with time
Tie-ups with other companies for promotion	The possibility of another coffeehouse opening in surrounding area
Ability to attract the different type of customer	



## **PESTEL Analysis**

#### Political

Government support for infrastructure creates the opportunity for business to access more market or suppliers. (Opportunity)

Increasing pressure for business to trade ethically by become socially, environmentally and economically responsible. (Threat)

Frequently changing government policy and restriction on import. (Threat)

#### Economic

The large amount of investment in equipment, labour, and material need for services. (Threat)

Retail sales of bakery product keep growing at a healthy rate. (Opportunity)

The decline in retail sales of traditional bakery product such as preserve bakery products and cakes. (Opportunity)

#### Social

Customers are becoming more health conscious. (Opportunity and Threat)

The increasing numbers of alternatives available such as restaurants, fast food and instant food product. (Opportunity and Threat)

#### Technology

High tech equipment and machine increases speed and quality of work. (Opportunity)

High tech equipment and premium ingredient are now easily accessible and are used to make a variety of bakery product. (Opportunity)

Automation in industry to production and customer services area. (Opportunity)

#### Environmental

People and governments are favouring the brands that favour the environment. (Opportunity and Threat)

The material used for services delivery is not biodegradable. (Threat)

The probability of poor land productivity because of the environmental disasters. (Threat)

### Legal

Frequently changing tax policy and employment law. (Threat)

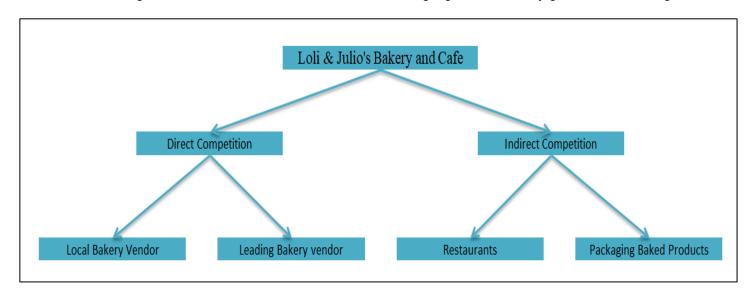
Strict Food Safety modernisation act. (Threat)

Policies and regulations by health authorities on use of preservative in food products. (Opportunity)



The bread scene in Los Angeles, unlike in the bakery towns of San Francisco and Paris, tends to be inconstant, to go in waves — or rises, if you will.

There is very less completion for Loli & Julio's bakery and cafe. The direct competitor for Loli & Julio's bakery and café store is **local bakery** and **Leading large bakery vendor operator**. There is also indirect competition form the restaurant business and prepacked bakery product at retail point.



#### **Local Bakery Vendors**

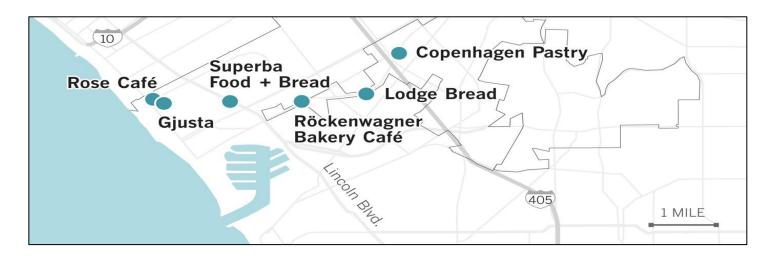
If the first rise was cantered in *Culver City's Helms Bakery*, whose bread trucks ran from 1931 to the late '60s, then the second was *Nancy Silverton's La Brea Bakery*, which opened in 1989 next to the late restaurant Campanile and which Silverton sold in 2001.

The current rise is more of a patchwork of decidedly smaller bakeries and restaurants, many of which have lately been experimenting with locally grown and milled grain, even milling their own flour on site.

And another big rise may be on the horizon, with baker Chad Robertson's hugely ambitious new Tartine Manufactory set to open downtown sometime later this year. While those engines and deck ovens fire up, here's a list of L.A. bakeries for when the need for a crisp baguette, a whole grain boule, a flaky croissant or a French canelé or Jerusalem bagel hits.

Competitive analysis study based on Los Angeles time's article: Your 2017 guide to great Los Angeles bakeries

# **Local Vendors in Venice to Culver City**



# **Local Vendors in Santa Monica to Beverly Hills**



### Local Vendors in Pasadena



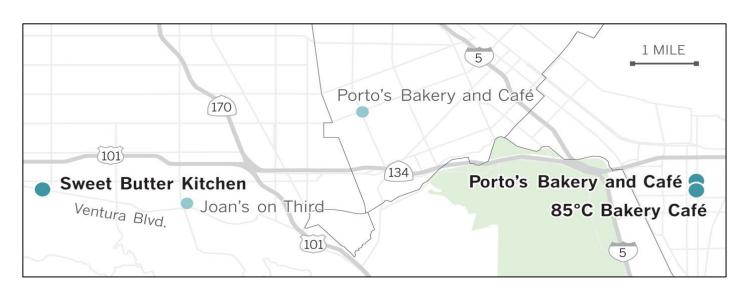
### Local Vendors in Hollywood to Highland Park



Local Vendors in Mid-Wilshire to Downtown



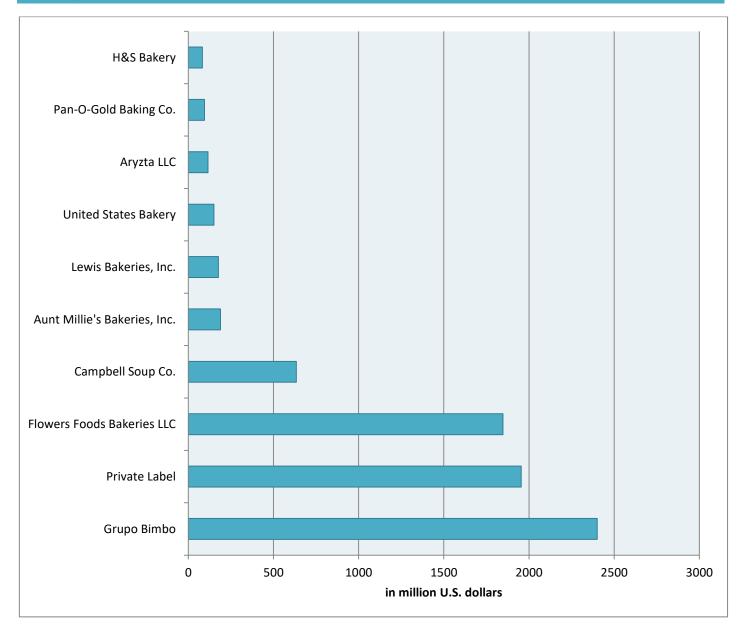
#### Local Vendors in The Valley, Burbank and Glendale



### **Leading Bakery Vendor**

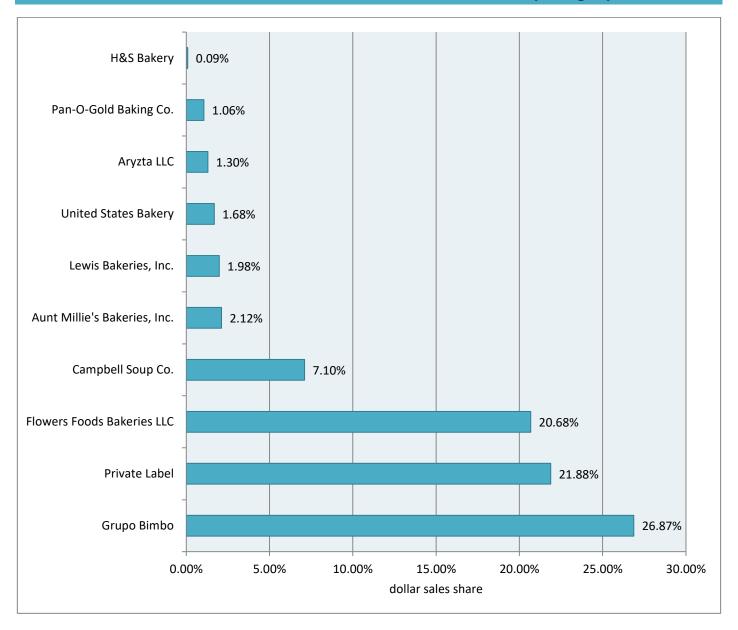
Those Bakery vendors operate on the national scale. They mostly operate as a franchise based model or self-operated retail outlets at multiple locations, they have the competitive advantages of more bargaining power, less cost and higher expenditure on marketing.

# Leading vendors of fresh bread in the United States in 2017, based on sales



This statistic shows the leading vendors of fresh bread in the United States in 2017, based on sales. For the 52-week period ended on July 9, 2017, Grupo Bimbo was the leading fresh bread vendor in the U.S., based on sales of about 2.4 billion U.S. dollars. The bread manufacturer owns brands such as Brownberry, Sara Lee and Oroweat.

# Retail dollar sales share of fresh breads in the United States in 2017, by company



This statistic presents the retail dollar sales share of fresh breads in the United States in 2017, by company. For the 52-week period ended on July 9, 2017, Grupo Bimbo accounted for approximately 26.87 percent of U.S. fresh bread sales.



# **Organisational chart**

# Owner / Manager

# Baker

# Front House Assistant

# **Staffing**

Job Title	No. of Employee	Expected staff turnover	Skills or strengths	Hourly Pay
Owner or Manager	01	5 Year	Management	
Baker	01	2 Year	Baking	\$15
Front House Assistant	01	2 Year	Customer Relation	\$12

# **Working Hours:**

Day	Working Hours	Happy Hours
Monday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Tuesday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Wednesday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Thursday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Friday	07:00 AM - 06:00 PM	03:00 PM - 05:00 PM
Saturday	08:00 AM - 06:00 PM	-
Sunday	08:00 AM - 06:00 PM	-

#### **Recruitment Plan**

Requirement Identification	<ul> <li>Identify Gap and determine Job Responsibility for job position</li> <li>Identify Qualification and Experiences required</li> </ul>
Advertising	<ul> <li>Local New Papar and word of mouth using friends and relatives</li> <li>Online Portal like Indeed, Linkldin, and Monstor.com</li> </ul>
Resume Collection and Review	Evaluate resume according to Qualification experiences
Interviewing	Determine type of interview like Face to face interview, Demonstration
Selection	Select best Match to your job position
Making Offer	<ul> <li>Use negotiation techniques to determine compensation</li> <li>Write the offer letter or employment agreement</li> </ul>

# **Training programs**

Staff should be trained in Operation Guideline, Safety Guideline and workplace Policy. This training helps develop standardised working environment.

To improve skill of chefs, they will be motivated to participate into different workshops, Webinar and competitions. Managers will be trained in accounting, operation and leadership skill.

Webinar	Workshops	Competition
Skill retention strategies		

Standard operating procedures, safety Guideline and Policy Guideline are provided for retain skill of employee for continuous Quality, safety and harmonisation in working environment.

SOP Policy Guideline Safety Guideline



## **Promotional strategy**



Print Media Advertising: Brochures and Guides, Newspaper, Business Card, Banners.

This type of advertisement can create awareness in local resident about our business.

#### **Mail-out and Media Release**

Mail out and media release creates brand recall to customer.

Online Advertising and Social Media
Campaign: Google AdWords, Facebook, and
Website

This advertisement targeted to Food and Restaurant interested people in Atlanta city in Georgia, USA

# **Event and give away**

An event helps our brand to create strong presences in market and reach people efficiently.

# **Brand Building**

#### **Online**

- **>** Business Website
- > Post Your Menu Online
- > Use Social Media
- > Develop a Customer Database
- > Brand Your Restaurant Digitally
- ➤ Optimize for Search Engines and Local Traffic
- ➤ Engage Your Customers
- > Take Orders Online

# **Objective**

Building Brand Name in market after Opening

#### **Print**

- > Brochures and Guides
- > Banners
- > Post cards
- > Flyers
- ➢ Billboards
- > Newspaper
- ➤ Local Publishing
- ➤ Mail-out

# **Guerrilla marketing**

- > Event and give away
- Word of mouths

# Loli & Julio's Bakery and Café

# Highest-quality coffee

Loli & Julio's

Bakery and Café
believes to maintain
standards for the
selection, roasting
and fresh delivery of
Bakery products and
beverages.

# **Customer Service**

Loli & Julio's Bakery and Cafés goal is to develop customers who are "enthusiastically satisfied" every time they visit a Starbucks store. The Company depends on a high level of repeat business and views the quality of its customer interaction with employees as critical to its long-term success.

# Vertical Integration

In order to manage costs and ensure compliance with the Company's rigorous standards of freshness. quality and consistency, the company controls its raw material sourcing, and retail sales. The company believes this vertical integration in future provides significant competitive advantages.

# Store design & Atmosphere

Bakery and Cafés stores are designed to suggest a sense of sophistication and style that reinforce the Company's distinctive brand image. Stores are typically configured to accommodate a high volume of traffic while retaining an inviting, casual atmosphere.

# Four pillars of Marketing Plan

## **Online Marketing**

## **Online Partnering**

# Restaurant search and discovery service

- > Yelp
- > Foursquare
- > Urbanspoon
- > Zomato
- > TripAdvisor

# **Objective**

Increase customer through online channel

# **Partnering**

# **Objective**

Increasing Revenue Stream and reduce operating cost

- ➤ Local Delivery Services
- ➤ Local Community Services
- > Partnering with grocery chain for raw material
- > Partnering with grain importer

## **Expansion Strategy**

- > Start a food chain
- > Franchise or license
- > Join forces with an existing restaurant
- Experiment with another concept completely like Taiwanese restaurant
- ➤ New Restaurant in new geographic location outside Atlanta
- > Go global Cross the border

# **Objective**

Expand Business for more revenue

# **Exit Strategy**

# **Objective**

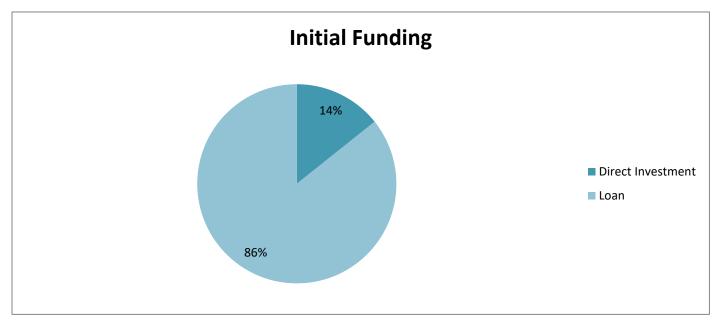
Exit from business in case of failure

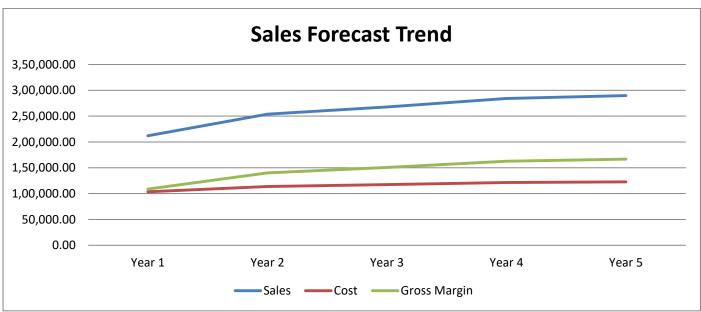
#### Sell It

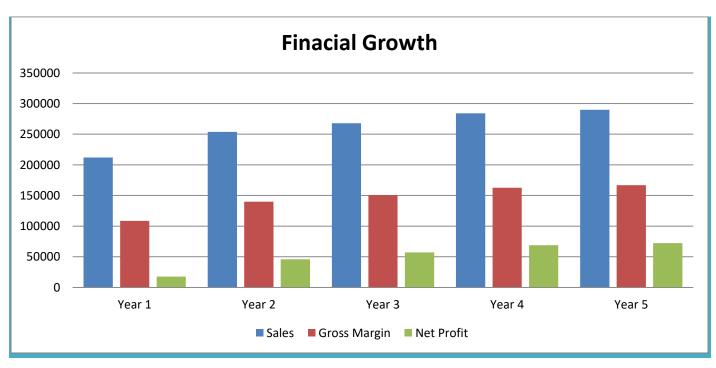
A sale is always an option: the question is how much can you get for your company?. The key is to find suitable buyers who assign a high value to your company. Generally, the more potential buyers, the better, since then you can establish a market price.



# **Financial Summary**

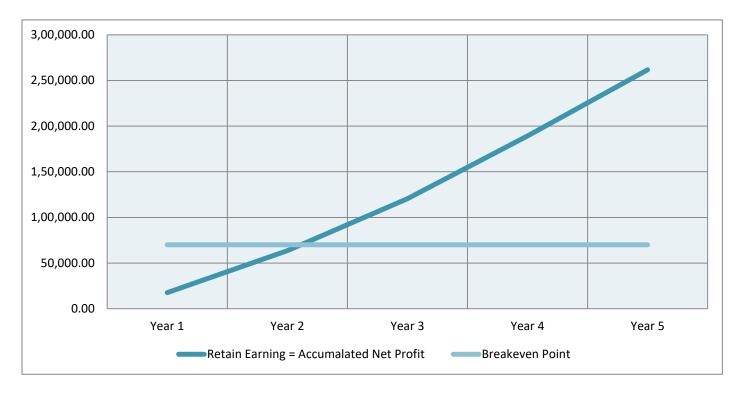






# **Breakeven Point Analysis**

#### Calculation:



Breakeven point for this business is at \$70,000. According to this graph breakeven point is in between 2 year and 3 year.

Accumulated Net profit or retain earning till Year 2 =\$ 63,505.28

Profit Contribution per month in Year 3= \$\\$56,985.91 /12 = \$\\$4,748.82

Breakeven Point = 2 years +  $(\$70000 - \$63,505.28)/\$4,748.82 = 1.36 \approx 2$ 

Breakeven Point ≈ 2 year and 2 Months

# **Start-up funding**

	Particulars	Amount
Fixed Assets		
	Land	1
	Building	1
	Cash in Hand	20,000.00
	Equipment	7,500.00
	Furniture and fixtures	10,000.00
	Other fixed assets	1,000.00
Total fixed assets		38,500.00
Start-up Expenses		
	Legal	500.00
	Office Supplies (Computer, Printer)	250.00
	Stationery & Sign	250.00
	Initial Sales and Promotion	3,000.00
	Professional Consulting	500.00
	Remodelling	10,000.00
	Website Development	1,500.00
	Deposits	15,000.00
	Good Will	-
	Other expenses	500.00
<b>Total Start Up Expenses</b>		31,500.00
Total Funding		70,000.00
Start Up Funding		
	Direct Investment	10,000.00
	Loan	60,000.00
Total Start-up Funding		70,000.00

# **Sales Forecast**

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Average unit sales per day	173.79	208.00	219.51	232.76	237.42
Estimated unit sales per Year	5,213.60	6,239.92	6,585.16	6,982.87	7,122.53
Average spending per person	3.39	3.39	3.39	3.39	3.39
Forecasted Sales per Year	2,12,089.29	2,53,839.99	2,67,884.15	2,84,063.29	2,89,744.56
% of Cost of Raw Material	25%	25%	25%	25%	25%
Cost of Raw Material	53,022.32	63,460.00	66,971.04	71,015.82	72,436.14

Personal Cost per Month	50,400.00	50,400.00	50,400.00	50,400.00	50,400.00
Total Cost	1,03,422.32	1,13,860.00	1,17,371.04	1,21,415.82	1,22,836.14
Gross Margin	1,08,666.97	1,39,979.99	1,50,513.11	1,62,647.47	1,66,908.42
% of Margin	51%	55%	56%	57%	58%

# **P&L Statement**

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales	2,12,089.29	2,53,839.99	2,67,884.15	2,84,063.29	2,89,744.56
Cost of Raw Material	53,022.32	63,460.00	66,971.04	71,015.82	72,436.14
Personal Cost	50,400.00	50,400.00	50,400.00	50,400.00	50,400.00
Gross Margin	1,08,666.97	1,39,979.99	1,50,513.11	1,62,647.47	1,66,908.42
% of Margin	51%	55%	56%	57%	58%
Operating Expenses					
Rent	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Offices Supplies and					
Stationary	1,800.00	1,800.00	1,800.00	1,800.00	1,800.00
Utilities	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00
Sales and Marketing	10,604.46	12,692.00	13,394.21	14,203.16	14,487.23
Insurance	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00
Professional					
Consulting	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00
Depreciation	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00
Other expenses	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00
<b>Total Operating</b>					
Expenses	67,504.46	69,592.00	70,294.21	71,103.16	71,387.23
Profit Before Interest					
and Tax	41,162.50	70,387.99	80,218.90	91,544.30	95,521.19
EBITDA	41,162.50	70,387.99	80,218.90	91,544.30	95,521.19
Personal Tax	4,032.00	•	4,032.00	•	4,032.00
	16,967.14	4,032.00	•	4,032.00	,
Sales Tax (8%)	10,907.14	20,307.20	21,430.73	22,725.06	23,179.56
Interest	17 71	4E 700 00	- - - -	60 702 42	72 241 62
Net Profit (EAT)	17,715.48	45,789.80	56,985.91	68,782.42	72,341.62
% of Net Profit (EAT)	8%	18%	21%	24%	25%

# **Cash Flow Statement**

	Opening Month	Year 1	Year 2	Year 3	Year 4	Year 5
Opening Balances	20,000.00	20,000.00	30,249.06	76,632.60	1,01,473.47	1,36,343.40
In						
Owners Capital	10,000.00	-	-	-	-	-
Bank Loan	60,000.00	ı	ı	-	-	-
Sales	-	2,12,089.29	2,53,839.99	2,67,884.15	2,84,063.29	2,89,744.56
Others	1	ı	ı	1.00	-	2.00
Total In	70,000.00	2,32,089.29	2,84,089.04	2,67,885.15	2,84,063.29	2,89,746.56
Out						
Cost of Raw Material	*	53,022.32	63,460.00	66,971.04	71,015.82	72,436.14
Personal Cost	*	50,400.00	50,400.00	50,400.00	50,400.00	50,400.00
Total Operating Expenses	*	67,504.46	69,592.00	70,294.21	71,103.16	71,387.23
Personal Tax	*	4,032.00	4,032.00	4,032.00	4,032.00	4,032.00
Sales Tax (8%)	*	16,967.14	20,307.20	21,430.73	22,725.06	23,179.56
Interest	*	-	-	-	-	-
Land	-	-	-	-	-	-
Building	-	-	-	-	-	-
Equipment	7,500.00	1	-	-	-	-
Furniture and fixtures	10,000.00	-	-	-	-	-
Other fixed assets	1,000.00	-	-	-	-	-
Total Start Up Expenses	31,000.00	-	-	-	-	-
Loan Payment	-	23,914.30	23,914.30	23,914.30	23,914.30	-23,914.30
Payment to Investor	-	-	-	2.00	3.00	4.00
Other expenses	500.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00
Total out	50,000.00	2,21,840.23	2,37,705.50	2,43,044.28	2,49,193.35	2,03,524.63
Closing Balances	20,000.00	30,249.06	76,632.60	1,01,473.47	1,36,343.40	2,22,565.33

# **Balance Sheet**

Particulars	Opening	Year 1	Year 2	Year 3	Year 4	Year 5
Current Assets						
Cash in Hand	20,000.00	30,249.06	76,632.60	1,01,473.47	1,36,343.40	2,22,565.33
Investment	17,500.00	-	-	-	-	-
Account receivable	-	2,12,089.29	2,53,839.99	2,67,884.15	2,84,063.29	2,89,744.56
Inventory	-	-	-	-	-	-
Other Current Assets	-	-	-	-	-	-
Total Current Assets	37,500.00	2,42,338.34	3,30,472.59	3,69,357.62	4,20,406.69	5,12,309.89
Fixed Asset						
Land	-	-	-	-	-	-
Building	-	-	-	-	-	-
Equipment	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00
Furniture and fixtures	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
Other fixed assets	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Total Fixes Assets	18,500.00	18,500.00	18,500.00	18,500.00	18,500.00	18,500.00
	1					
Other Assets						
Deposits	-	-	-	-	-	-
Good Will	-	-	-	-	-	-
other	-	-	-	-	-	-
Total other Assets	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00

10,000.00 - 30,500.00 - 20,500.00	16,041.49 10,000.00 24,456.63 34,456.63	14,209.04 10,000.00 1,20,632.62 1,30,632.62	12,358.27 10,000.00 1,57,136.13 1,67,136.13	10,489.00 10,000.00 2,05,218.25 2,15,218.25	8,601.03 10,000.00 3,45,151.33 3,55,151.33
10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00
	-				
60,000.00	16,041.49	14,209.04	12,358.27	10,489.00	8,601.03
60,000.00	16,041.49	14,209.04	12,358.27	10,489.00	8,601.03
	ļ				
*	-	-	-	-	-
60,000.00	16,041.49	14,209.04	12,358.27	10,489.00	8,601.03
31,500.00	2,21,840.23	2,15,630.93	2,19,863.21	2,24,699.45	1,78,557.53
*	-	-	-	-	-
*	-	-	-	-	-
*	20,999.14	2,104.21	2,139.58	2,139.58	2,139.58
*	-	160.41	142.09	123.58	104.89
31,500.00	2,00,841.09	2,13,366.30	2,17,581.55	2,22,436.29	1,76,313.06
	2,72,338.34	3,60,472.59	3,99,357.62	4,50,406.69	5,42,309.89
71,000.00	·		3,333.00	3,500.00	3,500.00
	71,000.00	21,000.00 2,72,338.34		- 3,500.00 3,500.00 3,500.00 21,000.00 2,72,338.34 3,60,472.59 3,99,357.62	