



*Bakers On Wheel*

Moment of Happiness

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# ABOUT

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**Bakers On Wheel** is an online homemade cake delivery service located in Sagar, Madhya Pradesh. It gives opportunities to the women who are gifted with amazing patisserie skills, wants to start a bakery from home by selling their homemade baked products online.

BOW is a platform for home bakers mainly women's who wants to start a bakery or the platform provides a network for home bakers to promote and sell their products. We are empowering women by helping in growing their business and making things easy for customers by fulfilling their needs.

The Indian bakery market stood at a value of nearly **USD 10 billion** in 2021. You will be surprised to know that India is the 2nd largest producer of biscuits after the USA. India is one of the most exciting regions for the bakery sectors.



# PROBLEM

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- Home bakers face problems in delivering cakes/bakery items
- Home bakers face problems in promoting their item
- Customers don't have more choice
- Most of the customers go to shops because home bakers don't have a platform
- On Shops, cakes are selling at High Prices, also don't make hygienic cakes

# SOLUTION

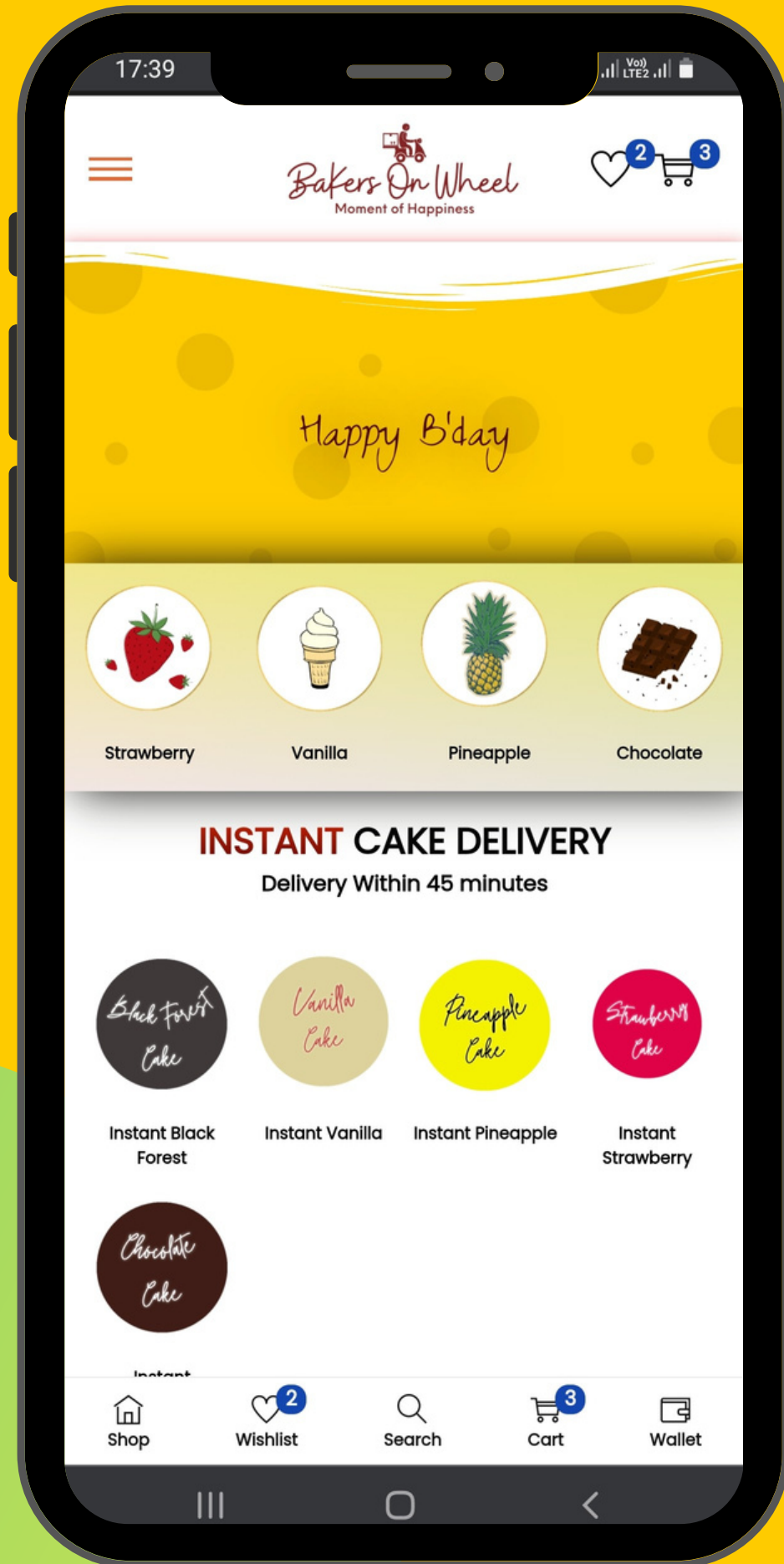
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## For Home Bakers

- E-commerce platform
- Hassle-free orders
- Delivery service
- Managing order & bills
- Packaging
- Pickup order service

# **For Customers**

- Home Delivery
- 18 hrs Delivery Service
- Customer Support
- More Choice
- Fresh & Hygenic Cakes
- Instant Cakes (Delivery within 45 minutes)
- Will provide Mid-night delivery



# AIM

## Our Mission and Vision

We'll Solve all The Problems home bakers and customers are facing by providing all the service they want.

## USP

- Provide Homemade Cakes
- On Spot Celebration for Customers
- Mid-night delivery



# COMPETITOR AND TARGET GROUP

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There is no one who is providing all these services to home bakers & customers but there are some companies who provide online cake delivery services. Our target is to connect all home bakers with customers.

# REVENUE

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- We charge home bakers for providing these services.
- Delivery charge from customers.
- Premium courses
- From decoration items, party bombs etc.
- Advertising

# RIGHT TO EXIST

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- Real Problem
- We all Faced these Problems
- Solving it by Adding Value
- It's Easy and Reliable for both Home Bakers and Customers
- Everyone Involving will Get Benefit in Some Sense



**THANK YOU**