

Target Market and Buyer Persona Research

Business Name	Food Dorm Chef Bakery
General focus	Food catering business + Web Solutions
Sub-niche	Pastries
Deployment	<ol style="list-style-type: none">1. Pastries shop<ol style="list-style-type: none">a. bakeryb. patisseriec. coffee shop2. Event and venue catering, and3. Online channels (website ordering and delivery)
Social Media Marketing	Instagram page
Operation location	Greater Toronto Area, Canada
Business Description <p>Food dorm chef bakery combines my passion for baking sweet and indulgent decadent pastries and my interest in website development.</p> <p>The business location has a bakery at the back and a storefront doubling as a café/coffee shop and office workspace for web development.</p> <p>I meet with clients who need a business website on one side while serving the bakery customers and coffee lovers on the other. I believe that the aroma of fresh decadent pastries would have a refreshing homey effect on walk-ins. The aroma of stimulating coffee brews would also ensure a lively and warm working environment for my web development employees.</p> <p>Additionally, the cafe provides internet service and a space where my customers could sit and enjoy quality baked goods without getting disconnected.</p>	

Target Market

These are general target user groups for the bakery's services and products. There are three industry categories that I hope to attract with my unique service and product offerings:

1. Corporate Market Segment:

This segment targets corporate clients seeking –

- i. Catering services for events, or daily office lunches.
- ii. Web development solutions like optimization of existing digital assets.

This segment involves medium-sized businesses of >50 staff strength, or larger corporations with a flexible, more relaxed work culture.

Designation: Primary market

Characteristics:

- Regularly host events and meetings.
- Requires catering for company gathering.
- Cares about staff welfare and promotes sense of family.
- Can't spare the time to organize its own in-house lunch plans.
- In need of web development services for corporate websites or portals, as a secondary service.

Value Proposition:

- Customized catering packages for corporate events: special menus, monogrammed pastries, pricing advantage, personalized service (like on client's special occasions), and loyalty privileges.
- Convenient, safe and trusted office lunch delivery service.
- Professional web development and management solutions tailored to corporate needs.

2. Startup Founder Market Segment:

This segment targets small business entrepreneurs, startup founders and partners who employ our web development services to establish their online presence.

Startups are froth with unpredictable work hours, funding challenges, unclear role requirements. Founders and partners can't often carve out the time out of their busy schedule to plan events or even remember to eat lunch.

Plus, they'll need a business which cares about their growth and understands their story to help celebrate special occasions like site launches.

Designation: Secondary market

Characteristics:

- Emerging startups, local and small businesses of 3 to 50 employees.
- Limited resources and budget-conscious.
- Need web development to create a strong online presence.
- Prefer takeout or online ordering for convenience.

Value proposition:

- Primarily, affordable web development services to kick-start their online business.
- Quick and easy online ordering for baked goods and beverages.
- Lunch subscription, scheduling and remembering preferences.
- Startup-friendly catering options and flexible bill payment.

3. Individual Market Segment:

This segment targets individuals seeking a cozy café/coffee shop experience or those looking to order takeout of baked goods (in-person or online).

Designation: Primary market

Characteristics:

- Local residents and passersby.
- The busy office worker who prefers to enjoy their lunch breaks outside the office environment.
- Coffee enthusiasts and bakery lovers who enjoy freshly-made pastries.
- May visit for leisure, work, or to socialize outside the office.
- May occasionally order online for pickup or delivery.

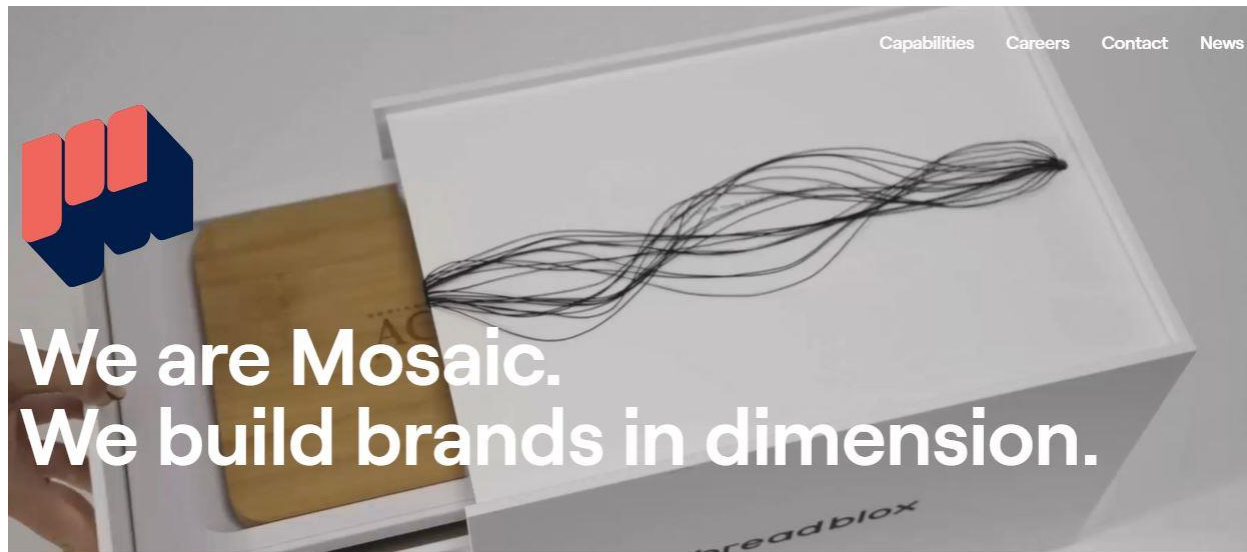
Value proposition:

- Cozy café ambience with a wide range of decadent and indulgent baked goods.
- Quality and fresh coffee and beverages.
- Convenient online ordering for a quick pick up or delivery.
- Internet to keep them connected.

Target Buyer Examples

1. **Profile of a medium-sized business or large corporation that might need corporate catering or lunch subscriptions.**

Mosaic –



Source: [Mosaic](#)

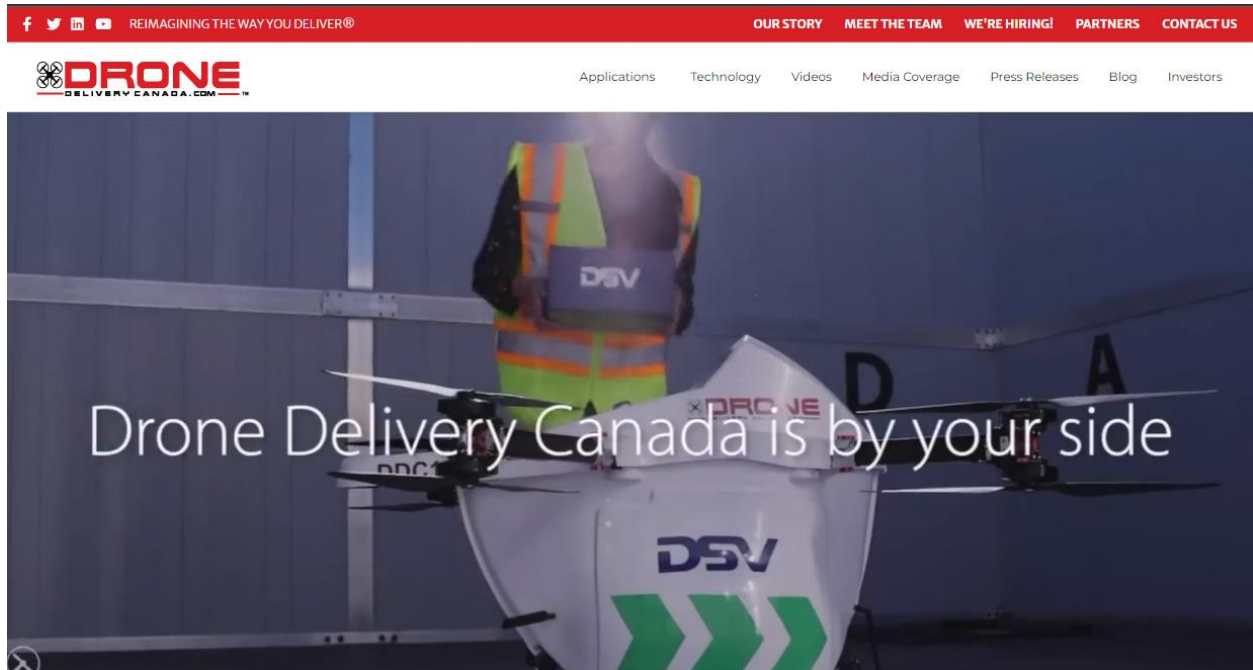
Mosaic is a brand design and content agency with several office locations across the US and Canada. Headquartered in Ontario, Canada with several other offices across North America and a company size of around 10,000. Mosaic is listed as one of the fastest-growing sales and marketing agency in NA. By all intents and purposes, they fit our corporate market segment.

The company's goal is to remain on top over its competitors by offering the most effective and profitable integrated and experiential marketing strategies. They hope to remain preferred to their users by helping them drive more sales using strategies that not only converts but also builds brand affinity among customers.

However, their workforce is spread over different locations. Like everyone else, they'll feel the struggle to adapt to remote work cultures, and find new ways to promote connectedness and wellbeing. So, frequent corporate events that bring together most of their workers is expected. Plus, they could benefit from a reliable and convenient office lunch delivery service.

2. **Profile of a startup business/founder or local business entrepreneur who might need a business website and subsequently have interest in catering/lunch subscriptions.**

Drone Delivery Canada –



Source: [Drone Delivery Canada](https://www.drone-delivery-canada.com/)

DDC, a relatively small company leading the brand new and exciting frontier of aerial logistics and drone transportation solutions. A company of employee size of 51 to 200.

Their major business goal is to increase adoption of drone delivery by businesses in their service area. It is also important to them that the communities and businesses they serve continue to enjoy:

- new revenue streams,
- reduced lead times and logistical costs,
- improved efficiencies, and
- advanced delivery.

Still, from employee reviews, it's obvious the business cares about staff wellbeing but the frustrations of various unavoidable tech startup hiccups are quite evident.

2.0

Occasional free lunch

Sales (Former Employee) - Vaughan, ON - 1 January 2022

Management is very insensitive towards employees with erratic onboarding process which sets you up to fail. No clear goals are established with a road map to follow.

✓ Pros

Work flexibility

✗ Cons

Horrible onboarding process/High employee turn over

1.0

Cool from outside but bones in closet.

Flight Operations (Former Employee) - Various - 26 May 2021

They are a very top heavy company with the executives/founders earning hundreds of thousands a year while the operations and r/d department get a couple shillings for their blood sweat and tears. They strive for a positive company culture yet are blind (knowingly and unknowingly) to their own poisonous actions. Hopefully they can bolster their high turnover of exceptional talent that comes in by changing some people in the key positions.

✓ Pros

Amazing tech

✗ Cons

Bad management

5.0

Exciting Potential

Field Operator (Current Employee) - Vaughan, ON - 4 March 2023

There are growing pains with start up tech companies but this one has been a great experience thus far. It has a lot of potential in the future of the industry.

✓ Pros

Exciting field

✗ Cons

Tech start up hiccups

5.0

Best company I ever worked for!

Corporate (Current Employee) - Vaughan, ON - 11 June 2021

It's still a fairly small company so it's A LOT of work for every department, but it's very exciting work, and it's super fun to be building stuff out from scratch. The Executive Team is very experienced and knowledgeable, and they work harder than anyone else. You get to learn a ton just by working alongside them. Everyone is very friendly and helpful, and most people have been working here for years, which speaks to the company culture. There is no micromangement either - they treat people as adults and accomplished professionals who are trusted to do their job. The most exciting part of this job is that you're not just building a company; you're also shaping the entire industry, while working with extremely talented and intelligent people.

✓ Pros

Interesting work, many career advancement opportunities, multiple cultural celebrations, fair salary and benefits

✗ Cons

Work-life balance is not always great but your hard work doesn't go unnoticed

2.0

Good from far but far from good

Flight operations (Former Employee) - Vaughan, ON - 2 June 2021

Everyone was super friendly. Decent pay and benefits considering the company and industry are new, which comes with its own downside of limited customers and tech issues. Also lots of hype, false marketing and dishonesty. Although work life balance was great, most days were boring and hard to pass due to lack of work. Management cares about Engineering only, likely due to founder. No career advancement, unless you are in engineering.

✓ Pros

diversity celebrations and occasional free lunches

✗ Cons

New company lacking stability

Source: [Indeed.com](https://www.indeed.com)

Clearly, DDC needs to bolster a more thoughtful, inclusive, and collaborative work culture where employers are able to achieve healthy work-life balance, have a sense of belonging and feel energized to work with enthusiasm. The staff need to feel like management cares about them as much as they care about sales.

home

Insights into Drone Delivery Canada

Based on 4 survey responses

Areas for improvement

— Sense of belonging

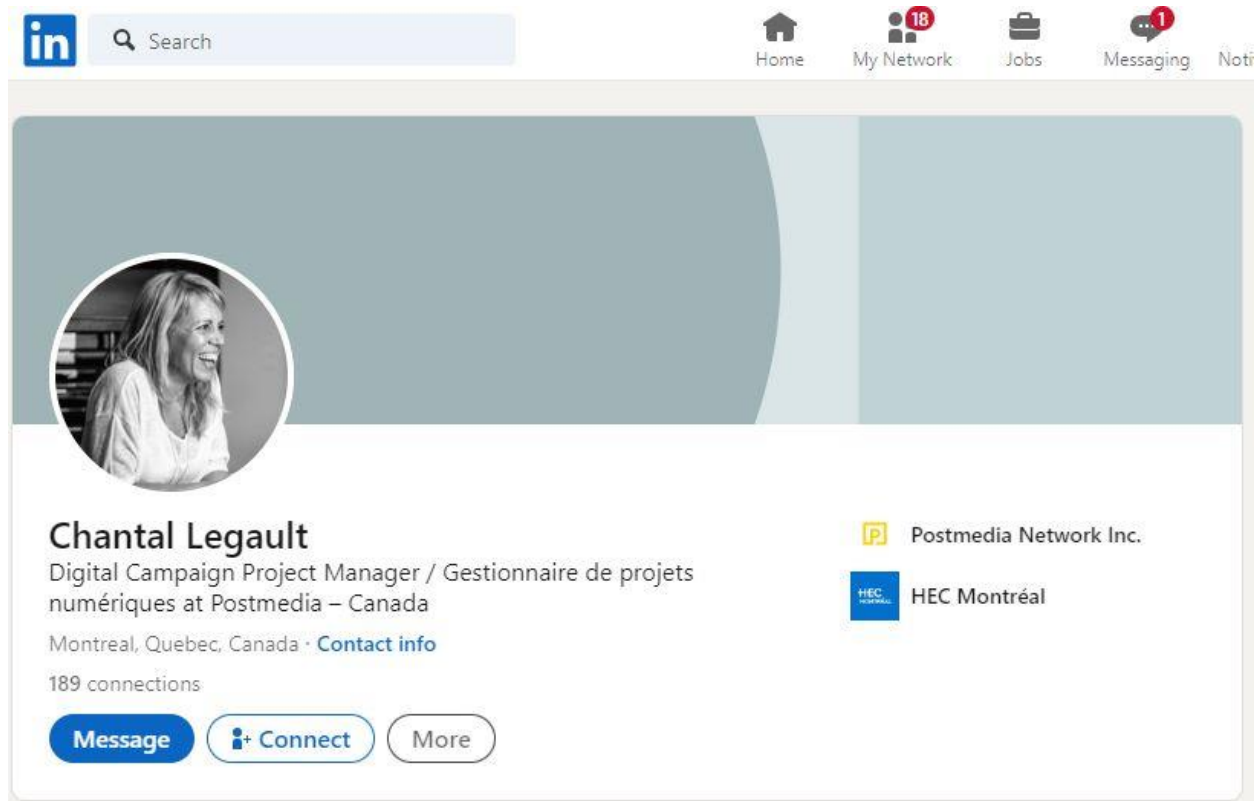
— Ability to meet personal goals

— Energizing work tasks

Its website is pretty much functional and user-friendly, so they're covered on that front. However, the growth of a business often relies on employee satisfaction as well. While it's not expected that they will require web development services currently, I believe the homey richness and convenience my bakery provides through our office lunch subscriptions could solve DDC's infrequent free lunch challenges.

3. Profile of a middle class marketing operations professional at a medium-sized digital marketing agency who enjoys her 1-hour lunch break outside the office.

Chantal Legault –








The image is a screenshot of a LinkedIn profile for Chantal Legault. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (with 18 notifications), Jobs, and Messaging (with 1 notification). The profile header features a circular profile picture of Chantal Legault, a woman with blonde hair, smiling. Below the picture, her name 'Chantal Legault' is displayed in bold, followed by her title 'Digital Campaign Project Manager / Gestionnaire de projets numériques at Postmedia – Canada'. Her location is listed as 'Montreal, Quebec, Canada' with a link to 'Contact info'. It shows she has '189 connections'. At the bottom of the header are three buttons: 'Message', 'Connect', and 'More'. To the right of the profile information, there are two company logos: 'Postmedia Network Inc.' and 'HEC Montréal'.


Source: [LinkedIn](#)


Chantal is a digital campaign project manager at Postmedia solutions, a print and digital marketing agency in Quebec, Canada. She's a supportive supervisor, making sure her team are confident, on task and enthusiastic about bringing their best at work.


However, in her free time, she enjoys to volunteer at women's sporting events and participate in marathon races, charity sporting events and health awareness events.





 Home  My Network  Jobs  Messaging

**Chantal Legault**
Digital Campaign Project Manager / Gestionnaire de projets numériques at Postmedia – Canada

**Volunteer**
Hypothermic Half Marathon
Feb 2014 - Present · 9 yrs 9 mos
Health

**Volunteer**
IRONMAN 70.3
Jun 2014 - Present · 9 yrs 5 mos
Health

**Volunteer**
Pharmaprix Women's Health Race
Jan 2014 - Present · 9 yrs 10 mos
Health

**Marketing**
FIFA Women's World Cup Canada 2015™ National Organising Committee
Dec 2014 - Present · 8 yrs 11 mos
Health

So, as much as possible, she likes to unwind and recharge by enjoying her lunch time outside the office, taking a stroll to her favorite eatery or reading a book. She will benefit from a refreshing environment that could cater to her need for sustenance and provide a way to escape the office space once in a while.

Target Buyer Personas



Chantal Legault

Demographics

- Age: 45 -50
- Income: Over 75,000 CAD
- Location: Urban area
- City: Montreal, Quebec Canada
- Gender: Female (She/Her)
- Marital Status: Married

Background

- Position: Digital Marketing Program Manager
- Company: Postmedia Network Inc (Mid-sized company)
- Education: Degrees in Administration and Project Management.
- Family: Husband + 2 kids (both girls)
- Lifestyle: Cares about her health and fitness. Enjoys family time and being out in nature.
- Spending Habit: Spends on groceries, work clothes, occasional comfort food, subscription to music streaming service and audiobooks.

Preferred Channels:

- Active on LinkedIn for professional networking
- Follows industry-specific blogs and podcasts
- Uses productivity apps to manage her work and break schedules
- Engages socially on Facebook and Instagram
- Occasionally engages with her favorite brands on Instagram and Facebooks
- Shops online
- Prefers not to be bothered on personal family times

Goals/Motivations/Frustration

- Primary goal is convenient solutions: She seeks spaces, products and services that make her lunchtime experience more enjoyable and stress-free.
- Productive lunch breaks: Aims to utilize her lunch breaks effectively to unwind and boost productivity.
- Motivation: Seeks a balance between her demanding job and personal well-being. Values her lunch break as opportunity to distress and recharge.
- Frustration: Tired of monotonous office lunch routines, often doesn't have enough time for self-care. Difficult to get personalized service.

Personality Traits

- Highly organized
- Detail-oriented
- Good interpersonal skills
- Loves to socialize
- Enjoys volunteer work, women's sports
- Creative
- Outdoor activities
- Comfortable with tech and digital tools
- Enjoys reading and talking about digital marketing trends
- Interested in wellness and mindfulness activities
- Prefers outdoor breaks



Cynthia Judge

Demographics

- **Age:** 25 - 35
- **Income:** Less than 35,000 CAD
- **Location:** Urban area
- **City:** Ottawa, Ontario Canada
- **Gender:** Female (She/Her)
- **Marital Status:** Single

Background

- **Position:** Office Manager
- **Company:** Mosaic Sales Solutions
- **Company size:** 3,500+ (Large-sized Corporation)
- **Industry:** Marketing for various industries
- **Education:** Degrees in Corporate Economics and Management
- **Family:** Lives alone
- **Lifestyle:** Not too keen on fitness but cares about her health nonetheless.
- **Spending Habit:** Spends on transportation to work, education, food, internet, rent and utilities.
- **Accessibility requirement:** Suffering from leg pain

Preferred Channels:

- Active on LinkedIn for professional networking
- Uses productivity apps to manage her work and break schedules
- Avid internet user
- Engages socially on Facebook and Instagram
- Occasionally engages with her favorite brands on Instagram and Facebooks
- Shops online
- Prefers mobile

Goals/Motivations/Frustration

- **Primary goal** is to provide quality refreshment for office meetings, employee morale, office lunch delivery and client visits.
- **Motivation:** Needs a reliable bakery that offers a variety of fresh and appealing baked goods suitable for corporate settings.
- **Frustration:** Limited time to order. Has to manage budget, dietary preferences of a lot of employees, and needs a wide selection of items for variety.

Personality Traits

- Adventurous
- Good interpersonal skills
- Socialite
- Friendly
- Curious
- Foodie
- Price conscious
- Enjoys going out and outdoor activities
- Schedules her tasks and meetings on digital tools
- Enjoys socializing over office lunch at the office kitchenette.



Steve Magirias

Demographics

- Age: 45 - 55
- Income: > 150,000 CAD
- Location: Urban area
- City: Markham, Ontario Canada
- Gender: This person represents a company
- Marital Status: Single

Background

- Position: CEO
- Company: Drone Delivery Canada
- Company size: 51 - 200 (mid-sized tech startup)
- Industry: Drone logistics in Canada
- Education: Mechanical Engineering degree and an MBA
- Family: Lives alone
- Lifestyle: Barely has any time for leisure.

Goals/Motivations/Frustration

- Goals: DDC's and Steve's primary goal is to foster a positive work culture that promotes employee satisfaction, enthusiasm for the work, and a sense of belonging. Aims to reduce high employee turnover rates and ensure a supportive atmosphere.
- Motivation: Steve is motivated by a vision of success in the competitive tech industry, where a satisfied and engaged workforce plays a crucial role in achieving their goals.
- Frustration: The company and its CEO faces typical startup challenges, including limited resources, tight schedules, and the need to create a cohesive and motivated team. Their previous caterers have not taken these challenges into consideration.

Needs and Preferences:

- Employee well-being: values employee wellbeing and seeks catering options that promotes a fulfilling and enjoyable work experience
- Needs to create an inclusive and employee-friendly work environment.
- Employee celebrations: requires catering services for celebrating team achievements, milestones, and special occasions to strengthen the sense of belonging among employees.

How we can help

- Employee Engagement through Food Experiences.
- Customized Employee Celebration Packages.
- Flexible Catering Solutions for Startup Hiccups.
- Offer healthy catering options to promote employee well-being – nourishing lunches and snacks that will contribute to a healthier work environment, reducing stress and increasing overall satisfaction.
- Professional and Hassle-Free Service by taking care of delivery, scheduling and remember preferences.