



Business Plan: Dessert Bakery
Name: Gâteau Bakery.

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1.0 Management Team Plan:

1.1- Who is the management team

Gâteau Bakery will start out slow with hiring employees due to the financial status of the business, keeping in mind it's a sole trader, meaning only one owner and financial provider. All the employees will be part-time workers because most of the work will be done by the chef (proprietor). Although it will be loyal to all employees. As years pass and the business grows more employees will be hired and put under the supervision of the original workers who will be promoted to leadership positions.

Management Team
Chef/Proprietor
Sous Chef
Dessert Bar Assistant (Sales Person)
Dishwasher/Busser
Owner

1.2- What skills we possess?

1.3-What Personality traits do we hold?

Pastry Chef/Proprietor:

A pastry chef is a cook that specializes in making deserts such as cakes and pastries.

Skills:

There are many skills that a pastry chef should have or acquire:

- How to Measure correctly
- How to mix and blend
- Specific food preparation techniques
- How to make food visually appealing.
- People skills: they need to know how to work in a social atmosphere.
- Management Skills: since the chef will be managing the work inside the kitchen and all the work that has to do with "making" or "production" of the product (deserts.)

Personal Trait:

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Pastry Chefs need to be organized because making deserts has a lot of components. There are a lot of ingredients that have to be measured precisely and added in a specific way and order so chefs are usually very organized.

Pastry chefs work a lot, they have one of the hardest jobs. Baking sometimes starts at 3am; all this time pastry chefs usually need to stay on their feet. A pastry chef needs to have strength to do the jobs and it takes stamina.

Another very important quality, it has been said that the body starts eating from the eyes. The chef has to have a good eye for color and design to make the cookies, cupcakes, brownies, cakes all attractive to the community. For example; the same plain chocolate chip cookie gets boring, but if you add marshmallows or sprinkles it looks more delicious, and people want to buy it more

Patience is also another important trait, to a pastry chef patience is a virtue. Making desert takes time to prepare, a chef without patience won't be able to do his job.

Sous Chef:

“Sous” is french for under, it when a person works “under” the head chef in desire to one day be a head chef. This job requires hard work and time to accomplish. The Sous chef is also the person to take the head chefs place if needed and has some authority over the kitchen staff.

Skills:

- A flair with ingredients
- An ability to stay calm when the pressure mounts
- Strong leadership skills to motivate your brigade of chefs
- First rate culinary skills
- Administration duties: being able to administrate the staff in behalf of the head chef.
- Ensure safety and sanitary measure are taken and followed throughout the kitchen area.
- Being able to solve any problems between the employees by talking to them.
- Insures the kitchen always has enough ingredients and order more if needed (accounting skills and finance-basic)
- Ability to work in a high-energy and demanding environment.
- Organization and leadership skills.
- Demonstrates strong leadership skills and is a team player.

Personal Trait:

A sous chef has a lot of pressure during their work and have to work a lot under a long period of time so stamina is a huge need. Before you get to a huge position in the food industry you have to work in a job that requires less stamina, gives lower wages and less creative work. Organization is also another trait that a sous chef should have, since they hold a lot of the administration on the staff. When being a sous chef you should be flexible and be able to help in each station, your specificity is cooking but it helps to know how to clean dishes or mix a drink so you can help when everyone is busy or there is a customer rush. A sous chef is there to help the chef, and the kitchen staff as a whole function better; he/she insure a better environment. Ergo a sous chef should be

able to work with a team, and have good teamwork abilities. A sous chefs next step in there career is to be a head or executive chef. Thus they need to have the desire to learn, to improve there skill set in hope of being so educated in the culinary arts that the next step is to be promoted, to a head chef. Although this would all mean they have to have the self desire, and inquiry to learn.

Dessert Bar Assistant (sales person):

Skills:

- **Maintaining self-confidence:** A sales person needs to believe in what there selling. You can't expect someone who doesn't even thing the product being sold is useful, needed, worth it or even a good buy then they won't be able to connivence someone else to buy it. So one great skill, maybe the most important, is that the sales person should maintain there self-confidence, in themselves and there product. If you believe in it, you can make others believe in it.
- **Good Listening:** The sales person has to be a talker, able to explain and tell the customer what they are offering, thats obvious, Although being a good speaker will only take you so far. When you take the time to listen to your customer and what they have to say you will more able to acquaint them and get them exactly what they need.
- **Persuasiveness:** Emotions and conveying them is an important part in the sale persons skill set. They have to be able to make the customer believe that buying this will somehow improve there life, day, emotion. You do this by using the skill of persuasiveness.
- **Creating strong relationships:** When you create a strong relationship with your customer then they start to come to shop there just because of you. Then they start to mention you to other people, and you start to be the reason people come to this specific place, in aside to the product of course.

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Personal Trait:

A sales person should be a lot of things, one of which is modest. Salespeople are successful by being pushy and egotistical, they should be ok with bragging about how amazing what they are selling is. ANother thing is conscientiousness; a salesperson should take there jobs seriously and feel a deep impact by what they do. They should want to make a sale, not because its there job but because they are driven to, want to and feel the need to sell something. Only then do they become more successful. A salesperson should lack self consciousness. They should understand that this job requires them to be outgoing and take to random strangers about a product and brag about it and push them to buy it. If you have your self conscious in the way, and keep thinking what you are expected to do is too humiliating then you will not be able to do this job to the extent that it requires.

Dishwasher/Busboy:

Skills:

- Being able to clean plates, dishes, pans, utensils and any other kitchen appliances.

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- Cleaning the tables after being used and stocking the plates, cups and anything left on the table back to the kitchen.
- Customer Service: If the place is too full the busboy has to help with seating customer, taking order and if needed bringing the orders back out.

Personal Trait:

Being dish boy doesn't take a lot. You have to be helpful and just have the ability to keep plates and kitchen appliances in a hygienic state. So one of the most important personal trait is being healthy and clean.

Owner:

Skills:

- Leadership: If someone is about to own through our business they should be able to lead. They should be able to act as the upper hand on the whole business, and if they can't then they will fail.
- Strategic Business Planning skills: All businesses follow a plan, even if its not written down. Although being able to develop strategic changes to those plan is a skill a business owner should posses. Also they should be able to think strategically, for the businesses future and what will happen to it. Otherwise it will move forward without any changes what so ever.
- Marketing skills: This gives the owners a solid understanding of what the consumer population want and thus gives him/her the ability to make this happen. Marketing led organizations always tend to follow the trend and to produce more revenues and profits than there competitors.
- Sales and Customer Relationships: This gives the owner a basic understanding of the selling process, from initial contact to completing the sale.
- Communication skills: The whole business works about communication. If the owner can't clearly and easily get his employees a message the business won't function. Also if there is also some sort of communication going between the owners and the employees such as a daily e-mail then it make the work easier. This skill is so crucial that courses are made for development in communication.
- People Management and HR: If the owner will hire employees they need to have some goals.
- Finance and accounting: Cash is lifeblood of all businesses, so keeping in tact with your cash income and outcome is crucial. This is why getting a basic understanding in accounting is essential to running a successful business.

Personal Trait:

An owner should be creative. The audience (community) is attracted by new things. When an owners make his/her business they should add something to it that the competition doesn't have, they should be creative.

Patience is another huge trait that a business owner should have. The market takes time to deliver results. Those who are successful know for a fact that marketing is about building relationships with prospects over time in order to gain them as long term customers.

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Consistency is a very important trait to an owner, they should start out with a plan and stick to it all through. That they consist with their sales, actions and activities and insuring that they sustain a good image in the market.

Commitment, an owner should always keep their business running. They should be loyal to it, small business owners sometimes stop marketing due to negative economy. An owner should know that if they stay through the tough economic time they will be so much ahead of their competition after the economy turns back to normal or maybe even better.

2.0 Company Description

2.1 - Business Concept

Gâteau bakery is a company dedicated to producing and providing high-quality unique desserts, especially cupcakes. This will be offered at a comfortable atmosphere where the clients can relax and enjoy a sweet treat and let go of their worries. It put in other words its a quick-service restaurant where the customers can buy cupcakes, cakes, cookies and/or doughnuts. These orders can be made as shown on the menu or can be custom made with a specific design, this will cost more.

2.2 - Clear and Measurable Goals

- Attain sales of 800,000QR in the first year.
- Increase second year sales by 40% and third year by 25%
- Expand to two stores by the third year of business.

2.3 - Reasons for starting a business.

I want to open a bakery because I have personally always loved baking and creating something from nothing, always presentation is always an issue with me. Making some look beautiful and tempting, that's why this business will make unique products in which it looks different.

Another reason would be the obvious, money. People always tend to start businesses in hope for money. Although you need to keep in mind that the market is slow, it might take a while before you start to actually get a lot of money.

Also as an owners there is the ability to choose my own vacations, timing and deadlines. I have freedom in choices and decisions.

It can be another career, a second one. In aside to whatever it is that I may do in the day this can be my second job. A second income, even though juggling both these responsibilities could be very hard.

Also in the end, your dream to open a business or bakery becomes true.

3.0 Product and Service Plan

3.1 - Key Products

The products that will be served vary from cakes, cookies, cupcakes/muffins and/or doughnuts. To be more specific:

Cakes:

- Victoria Sponge cake
- Pineapple upside down cake
- Durian Cake
- Red Velvet
- Black forest
- Cheesecake
- Carrot Cake
- Terrimisu
- Ice Cream Cake
- German Chocolate Cake
- Burnt sugar cake
- Chocolate mud Pie
- Apple Pie
- NewYork Cheesecake
- Blueberry cake
- Mango cake
- Pistachio Cake
- Honey cake
- Chocolate Fudge cake
- Cotton Candy Cake
- Rainbow vanilla cake
- Custard Cake
- Custom made designs (flavors limited)
- Lazy Cake
- Coffee Cake
- Angel Food cake
- strawberry cake
- tea pound cake
- daiffuku cake
- chakin shibori
- Kasutera cake
- Fruit tart
- lemon meringue
- pecan pie
- cinnamon rolls
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Cookies:

- Maryland cookies
- Smarties Cookies
- Oreo Cookies
- Chocolate Chip
- Peanut Butter
- Oatmeal
- Sugar
- Digestive
- Jammy Dodgers
- Cinnamon
- Cardamon
- Raisin
- Gingerbread Man

Cupcakes/Muffins:

- Blueberry Muffin
- Red Velvet Cupcakes
- Chocolate
- Vanilla
- Raisin
- Sicillian Lemon Muffin
- Cornflakes cupcakes

Doughnuts:

- Sugar
- Glazed
- Chocolate
- Strawberry
- Custard Filled
- Jam filled
- Plain
- Powdered sugar

Service:

The services provides will be basic. The customers will be able to dine-in but without any drinks or side orders. Just deserts. There is also the possibility of ordering out, the packing will be plain unless asked else wise. Wrapping and delivering is available if they want to send a gift or get a snack.

3.2 - Key Benefits and Features in my product

There are many benefits to walking into Gâteau and buying something. For one our huge variety of desserts gives the customers a chance to have either there favorite or try something new. Sugar has been known to medically increase energy and joy in a

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person, so by eating anything available at the bakery the customer is almost guaranteed joy. For a limited time and space though. Also they get to treat themselves after working hard, having a bad day, winning an award and/or getting a good grade. People like to have something calorie infested when celebrating, so it is common that when the customer buys anything from here the sense of celebration and joy comes along, due to psychological attachments to desserts that they gain uncontrollably. The key features of this dessert is that it gives a huge set of selections between different types of dessert so that you can walk into Gâteau and know there is something there for you.

3.3 - Unique Selling Proposition

Gâteaux unique selling proposition is made to show that there are many options. The thing that customers want is a dessert bakery they can go to and always find something to set there food. So our USP is:

“Gâteau...We have something for everyone, in every mood.”

3.4 - Describing Competitors Propositions.

Other bakeries or our competition in general either aims at one of the types of deserts, such as only cakes, cupcakes and/or cookies. Others have more types but not as many flavors or kinds of each type of dessert. This gives us an upper hand over other bakeries and if done well we don't have to worry so much about competition.

4.0 Vision and Mission Statement:

4.1 - Vision Statement

To be the best known bakery for its variety in cakes, cookies, cupcakes, muffins and doughnuts. To be known as the place where you come to buy joy and get a treat too.

4.2 - Mission Statement

My purpose is to express my organized, helpful and Leadership by keeping everything in time and place, by Always helping customers find something that they will love at Gâteau and by Always making sure everyone is in the right place doing what is suppose to be done. To sell a variety of desserts including cakes, cupcakes, cookies, muffins and doughnuts. To Increase second year sales by 40% and third year by 25% , Expand , two stores by the third year of business. , To provide consistently excellent service , our customers. and obtain at least \$800,000.00 by December 2012.

5.0 SWOT Analysis:

SWOT Analysis-Gâteau Bakery.



6.0 Executive Summary:

Gâteau bakery is a dessert bakery located in Villagio Mall in Doha, Qatar. It can be simply described as a restaurant where customers can sit and relax while having a choice between many types of desserts in many flavors, this can also be taken as a take-out order or a delivery. The extensive selection of desserts is our selling point.

Gâteau will stay committed to accomplishing its visions:

“To be the best known

bakery for its variety in cakes, cookies, cupcakes, muffins and doughnuts. To be known as the place where you come to buy joy and get a treat too.”

Since Qatar has the 2022 Fifa world cup coming up Gâteau hopes to establish a good reputation by then so that it can attract many tourist and players.

We plan to use our location to our advantage. Since Villagio is the most popular mall in Qatar we will use that as an edge as a new business. Since all of this effects the companies sales, we expect an aggressive increase of 40% in sales by the second year of business.

Gâteau expects to increase in sales by 500,000QR by the third year. While maintaining a gross margin of 70%.

