Busby’s Bakery

“To create a unique artisan environment where our customers can purchase a range of quality bakery products made on the premises”

**Our Business model**

Busby’s will be a bakery and café selling artisan bread, sandwiches, cakes, pastry’s and drinks.

The bakery will be visible to the customers to give it a unique environment which will give a strong local appeal.

We will develop a strong brand in the area through advertising and getting involved with the community, we want to be “the” business for Worthing.

All our bakery products will be made from scratch on site with baking throughout the day on site in full view of the customers.

Our product range will cover artisan sandwiches, light lunches/salads, cakes and drinks.

**Unique selling points**

All Bread and cake products made from scratch on the premises

Quality of the products will far exceed the local competition

To create a strong brand in the local area

Plenty of variety in terms of types of bread to entice repeat custom

Ability to expand easily through secondary locations and B2B sales once initial bakery is set up

Low cost kids lunches to bring in parents

Small children’s play area to amuse children and relax parents

**My background**

I have always had an ambition to have my own business as I believe I have the same personality traits as other well know entrepreneurs including the desire, patience and a will to learn and improve.

I came up with the basics of this idea around 3 years ago and since then have tweaked and evolved it to a stage that I have full confidence that it will be successful.

I have been a bakery manager for Sainsbury’s for around 5 years which is where my passion for baking started, I have evolved from supermarket baking into artisan baking, studying at home and taking an external course at the artisan school of food.

I am capable of managing people and delivering the KPI’s required in a £1.5 million business from my experience at Sainsbury’s. Along with self development books I have studied business start up across the past couple of years and feel now is the right time to take the idea of Busby’s Bakery and make it happen.

**The bakery market**

2007-2012 1.3% growth for UK bakery businesses.

In London independent bakery openings are up 35% yoy.

The industry has remained relatively resilient over the past five years, although the tough economic climate has brought problems for most retail firms. Recessionary conditions reduced incomes, so consumers reduced their purchases accordingly. However, higher demand for ready-to-eat meals has driven the sale of sandwiches and bakery snacks such as rolls, teacakes and scones. Consumers have dramatically reduced how much they throw away so have reduced their “bulk buying” so to be able to grab a great product as they pass will fit in with the current trend.

Several celebrity bakers have given baking a new lease of life over the past couple of years and the opportunity for artisan bakery products in your town is going to be too tempting to ignore for the people of Worthing.

Bakery’s fit perfectly with the economic climate as people don’t have the money to buy big purchases like cars and holidays and they can stretch to an indulgent treat for a few pounds.**Setting up the business**

**Financing**

I aim to invest £55,000 from my personal funds and a loan/s to the value of £45,000

**Property Location**

(31 south street, Worthing- offer negotiating)

We will look for a high footfall area in Worthing town centre. We will lease a property that is big enough to fit a scratch bakery and retail area in and that has the relevant premises licence and landlord permission.

**Opening hours**

Opening hours will be Monday to Saturday 700 - 1700 and Sunday 900 - 1700.

**Equipment and Shop Environment**

Using a local architect we will design an open relaxing space that ergonomically works. To control our budget we will purchase equipment for our bakery second hand, either from Ebay or through bakery equipment specialists such as Brook food. Equipment specification is listed in appendix

I will then arrange an electrician to fit the relevant power connections to install the equipment. I will also arrange for the correct ventilation and extraction to be fitted to the building.

We will design a logo for the bakery and install a shop front sign to include this.

**Start up plan**

Obtain property lease start date

Architect to draw plans

Adapt plans and create a timeline for decoration and installation

Contact EHO and ask for any support or recommendations

Order and arrange delivery of equipment

Write staff training plans and contracts

Advertise and interview staff

Create cosh, risk assessments, fire plans

Assist in the decorating

Confirm menu and product range

Train staff ready for opening (how to create the menu, what is great service, order of service)

**Year 1**

Year 1 will be around setting the standards in terms of coaching my staff and ensuring the premises and products we sell are to the highest standard for my colleagues and our customers. The main ambition will be to create a great environment where people love to come and that’s creating the correct amount of sales.

I will push sales by promoting the bakery in Worthing town centre to get new customers in by distributing flyers etc. Once happy with the standards of the bakery running the day to day business I will then start looking at other avenues to drive sales by improving our product range, tailored to customer needs. I will also review our costs to ensure we are working efficiently and being cost effective in our ingredients.

**Year 2**

Year 2 will be around learning from the previous year and expanding especially with seasonal events/changes and how we maximise sales and minimise losses. Our aim is to increase the advertising budget and to invest this into the right places to get our name and reputation out to the local people to maximise our customers from our competitors. We will expand to include a B2B side and focusing on sales information from the previous year to maximise our sales growth in the shop.

**Year 3**

Year 3 will be around developing the colleagues and building a business plan ready to open a new bakery in Brighton.

**Our Market Positioning**

**Competition**

Greggs, Subways, Parklife, many independent bakeries and cafes in Worthing including Malden’s.

I completed competitor visits on the independent bakeries and I discovered:

They are not in prime locations in Worthing, usually in side streets, the dying shopping mall or in smaller shopping areas where footfall is not high enough to bring a substantial turnover from passing trade.

Their products are generally poor quality and lack consistency across their ranges

Shop environments are dated and do not provide a great shopping experience

Products are very “old fashioned” with nothing new, exciting and unique

Don’t give the opportunity to see the bakery

Many seem to be marketed mainly at price and not quality

There is no theatre in the products (how it’s made, where it’s from)

**Our advantages**

Give a better artisan environment focusing on the shop window and whole experience

Kids lunch boxes (buzz box) will be the best value in town

Quality of our bread and cake products will be far superior

More personal customer service

As much as possible (from bread to mayonnaise) to be made on site and to promote this

Open plan bakery so customers can see their bread being made to give a bit of theatre

Data says that young families are a growing market in Worthing so we will capitalise on this with the child’s play area

**Sales Forecasting**

To work out if this is a viable business I decided to look at how many customers I would expect to serve in a typical mid-season week. I reviewed this in segments across the day, product type and each day of the week to give an average days trade. Then using the information from Worthing towns website on footfall across the year in Worthing I have budgeted monthly sales across the business plans 3 year period.

**Marketing**

We will advertise the brand as a warm welcoming company that is accessible to all shopping sectors, particularly the 25-40 young professionals which are an increasing sector in Worthing’s population. We will invest in marketing the shop by:

Active selling from the street to bring customers into our shop

Advertising in shop window during the refurb

Advertise on a roundabout in Worthing

Flyer local businesses and residents

Billboard outside the shop promoting our changing specials

Approaching caterers directly to sell our products

Radio and local newspapers

**Risks**

Shop window has got to look welcoming. Getting the mix right between looking artisan and upmarket but still warm and welcoming will be a challenge

Bakers will have to be fully skilled in time for opening and competent of maintaining the quality and workload unsupervised quickly so I can focus on expanding our customer base

We need to give personal customer service to all our customers so recruiting the wrong people could be damaging if they don’t deliver this

Our marketing has to be right, we need to ensure we position ourselves to our competitors as an accessible alternative to an everyday product at a competitive but profitable price

Training staff can be costly so we need to minimise staff turnover by ensuring they have a great environment to work in and are motivated to work at Busby’s Bakery

Weather can damage sales if customers can’t come to us because of the weather being too cold**Investing in staff**

As soon as I agree terms on a premises I will be using recruitment companies/ jobcentre to get potential colleagues recruited.

**Bakers**

The training plan for the bakers will be:

Induction 1 day

1st week with myself in the bakery

2nd week at external bakery school

3rd week in the bakery including completing written exam

I will mentor the bakers closely at first until they are confident as they are the biggest risk to the business as poor quality can be damaging.

Once the bakers are skilled in baking bread and cakes I will then expect them to progress to start producing cakes and confectionary items. As they progress in ability I will look to control the labour cost tighter as I will expect higher efficiency from them.

**Cook**

I will need these to produce the light lunches and to prepare the sandwich fillings.

**Front Of House**

These colleagues will be serving the customers, so upbeat bubbly people is who I will look to recruit. They will be accountable for supporting with the cake finishing in quiet moments and for liaising with the bakers on production throughout the day to maintain the display.

**Labour Costs**

To motivate my colleagues to deliver great service I will be offering a 5% bonus as part of their package providing the business achieves its profit targets at the end of the year.

**Rate of pay**

FOH & kitchen staff £6.90ph

Bakers £15,500 salary

Myself £10,000 salary

Assistant manager £17,000

Yearly total £165,200

Plus pension @ 3% £170,156

Monthly total £14,120

Budget total £15,000

**Appendix 1**

**Equipment lists**

Mixer spiral 8kg type £1000

Deck Ovens £6700

Tables £500

Panini grill £200

Tabletop mixer £200

Microwave £200

Hob and oven £1000

Fridges counter £1300

Fridge x2 £1000

Freezer £500

Racks @£150 each £450

Trays £150

Scales x2 £60

Dishwasher £500

Sink £250

Tins £42

Hand sink £120

Fly catcher x3 £90

Couches £50

Hot plate £100

Bread baskets £300

Pots and pans £110

Marble bench £350

Plates £160

Bowls £125

Cups £90

Cutlery £200

Drinks cooler £200

Extraction £1000

Total £16,847

Delivery charges £1,000

Total £18,000

**Shop Fittings**

Redecoration and installation £17,000

Architect fees £450

Chilled cabinets £2000

Solicitor fees £1000

Tables £1000

Chairs £1000

Sofa £500

Pos system £500

Signs and logo design £500

Total £24,000

**Breakfast/Starters**

Welsh rarebit (v) £4.49

*Speciality 3 cheese rarebit on a choice of bread*

Poached egg on toast (v) £4.49

*2 Free range eggs on a choice of bread*

Scrambled egg on toast (v) £4.49

*Rich free range eggs on a choice of bread*

Camembert and bread £4.49

*Baked Camembert cheese with artisan bread*

**Salads**

*(all served with artisan bread)*

Chicken and chorizo salad £5.49

Chicken Caesar salad £5.49

Pinnopaplata salad (v) £4.99

Feta and olive salad (v) £4.99

Green salad of the day (v) £4.99

**Soup of the day**  £4.99

*Soup of the day accompanied with slices of bread*

**Platters**

Busby’s tasting platter (v) £4.49

*A range of artisan breads from across the world with a balsamic and olive oil dip*

Italian antipasto platter £6.49

*Italian breads with antipasto, olives and a balsamic and olive oil dip*

Quiche and bread platter £6.49

*Choose a freshly baked quiche from our selection accompanied with artisan breads and condiments*

Ploughman’s platter £6.49

*Thick slices of ham, and cheeses, served with artisan breads and condiments*

Continental meat platter £6.99

*Parma ham, chorizo and salami slices served with Italian artisan breads*

**Sandwiches**

Panini’s & sandwiches £4.49 - £4.99

Children’s Buzzbox £3.99

*Plain roll with any choice of filling with a choice of banana or apple, fromage frai, packet of teddy crisps and a drink.*

**Cakes/Pastries**

**Typical range from:**

Almond sponge roulade with lemon and raspberry centre

Fruit meringue

Fruit tarts

Chocolate and Coffee éclairs

Fruit cheesecake

Strawberry cream gateaux

Flourless chocolate cake

Cream slice

Cream doughnuts

Scones

Brownie dipped in white chocolate and raspberry

Banana cake

Cinnamon bun

Rumba bumba

Chocolate mouse cake

Cupcakes

Macaroons

Toasted fruit loaf

Cookies

Danish pastry crowns

Croissant selection

Gingerbread men

Seasonal (hot cross buns, mince pies etc)