

Name of the Business Plan

Michael Kunaka



DESCRIBE YOUR BUSINESS

Michael's Bakery is a small business that deals in baking and confectionery. In my area almost every house hold buys bread, buns, pies and scones everyday.

About 150 houses are located in my area close by where I stay. I usually produce these products and go around selling them door to door, and now most of my customers walk to my apartment to purchase any of these products they will be in need of.

If I am to be given a grant, I will buy a big oven and build a workshop at my place i have a land. This will help me produce more so that I can meet the demand in the Market, as a Result, my customer base will increase as well.

EXPLAIN THE PROBLEM.

In the field of baking, most people tend to not be happy due to a shortage of baked products in the market. Most shops that sell these products, eg bread,

they order and buy them from suppliers and some of them i supply them too. Some days, these suppliers don't come, or they run out of supplies before they finish the day. The customers complains of the prices and the taste of the products and these sellers they dont have any solution for they get supplied.

EXPLAIN YOUR SOLUTION

My solution is that if I get to improve my Machinery, I will be able to produce these products in large quantities, and as a result, customers will always find them in the marketplace. I can also adjust the quality and taste of the products, working with the feedback of the customers, for I am the one who will be making them rather than those sellers who order from other suppliers. My products will always be fresh for I will be producing according to the customers' demand in the market rather than estimating. I will manage to sell the products at affordable prices, for I will be selling my products just after I make them As a result, there will be no loss due to decaying of products or getting deformed.

BUSINESS MISSION STATEMENT

At Michael's Bakery, our mission is to provide high-quality, delicious, freshly baked goods that exceed our customers' expectations. I am committed to using only the finest ingredients, supporting local suppliers, and fostering a warm and welcoming community. Through my passion for baking and dedication to excellence, I aim to become the go-to destination for special treats, everyday essentials, and memorable celebrations with fresh, tasty products.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been doing my business for 8 months

YOUR NET INCOME

My income is \$336 per week, I have expenses of about \$186 per week, and my profit is \$112 per week, as well as \$40 as my salary per week.

SERVICE OR PRODUCT DELIVERABLE

PRODUCT OR SERVICE: FRESHLY BAKED GOODS

BREAD, CAKES, PASTRIES

BUNS, COOKIES.

PRODUCTION PROCESS

1. Ingredients sourcing: High-quality ingredients sourced from local suppliers and farmers to ensure freshness and sustainability.
2. Recipe development: Expert bakers to refine and create recipes to ensure consistent flavour and texture.
3. Mixing and preparation: Ingredients are mixed and prepared according to recipe specifications.
4. Baking: goods baked in a clean and well-maintained commercial OVEN to ensure even cooking and texture.
5. Cooking and packaging: Baked goods are cooled and packed in a clean and sanitary environment to preserve freshness.
6. Quality Control: The Final product is inspected for quality, texture, and appearance before being released for sale.

DELIVERY TO END USER

- In-store sales: freshly baked goods displayed and sold in my bakery store front.
- Delivery Service: orders delivered to customers through my partnered delivery service / in-house delivery.
- Catering Services: Customized baked goods and services are provided for events, parties, and corporate functions.
- Online ordering: Customers can place orders online through my social media platforms for in-store pickup or delivery.
- FRESHNESS GUARANTEED

- QUALITY GUARANTEED

- CUSTOMER SERVICE

BY OFFERING THIS PROCESS, I ENSURE THAT CUSTOMERS RECEIVE HIGH QUALITY, FRESHLY BAKED GOODS THAT MEET THEIR EXPECTATIONS AND EXCEED THEIR SATISFACTION.

DESCRIBE YOUR BEST CUSTOMER

School kids are my best customers. Each and every day, they buy their lunch boxes, sometimes pushing their parents to buy from me.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS

- CUSTOMER EXPERIENCE

I am friendly and knowledgeable, such that I can answer my customers' questions and concerns. I also offer convenience to make it easy for my customers to enjoy buying from me.

- COMPETITIVE ADVANTAGE: My years and experience with much training reassure that my products are consistently high quality. Community involvement, partnering with charity and local organisations, demonstrates my commitment to the community.

- CUSTOMER LOYALTY: customer loyalty, rewards programs, personalized services, and special offers.

BY FOCUSING ON QUALITY AND UNIQUENESS, CUSTOMER EXPERIENCE, AND COMMUNITY INVOLVEMENT. I differentiated myself from OTHER COMPETITORS AND BUILT A LOYAL CUSTOMER BASE.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

1. POOR FINANCIAL MANAGEMENT
2. LACK OF UNIQUE SELLING POINT

3. INCONSISTENT QUALITY AND CUSTOMER SERVICE

HOW CAN YOU AVOID THIS PROBLEM?

- Develop a comprehensive business plan with realistic financial projections and a clear marketing strategy.
- Conduct market research to identify a unique niche or selling proposition.
- Invest in training to ensure consistent quality and excellent customer service.
- Continuously monitor and adjust business operations to stay competitive and responsive to customer needs.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- BREAD FRESHLY BAKED BREAD

\$1 LOAF OF BREAD

\$3 BAGUETTE EACH

- CAKES: Customized cakes for special events starting from \$30

- PASTRIES: Freshly baked pastry \$1 danish EACH

\$1.50 croissants EACH

- COOKIES: Freshly baked cookies \$3 dozen

- CATERING SERVICES: Customized baked goods and services for events starting at \$100

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

will advertise on social media platforms such Facebook and WhatsApp, as well by word of mouth when I sell and market my products. Creating small flay-as that I will walk around dropping them in different areas.

WHY DID YOU CHOOSE THIS BUSINESS?

I chose this business because I had a passion for baking and confectionery, and I had a feeling that I was talented in it and good as well. An opportunity I saw to be more self reliant due to the needs, that people need to eat bread each and everyday and birthday always comes.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Through advertising on social media, door to door knockin, andg dropping pamphlets.By talking to customers to share the word in return discounting them

Insert pictures of your business activities here and give a brief explanation of each



Mixing the dough



Working on dough moulding donuts



Scones and long donuts ready to be baked



Baked products

HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services (s))

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Industrial Stainless Steel Electric Oven

\$850
Negotiable



Beta Home Appliance - classifieds.co.zw

Beta Home Appliance
BETA HOME APPLIANCE
Everything for home
Verified Via: Mobile
Member Since: Feb 2021
Number of Active Ads: 100

WhatsApp the Advertiser

+26377*** Show Numbers

Email the Advertiser

Show Address

Report listing

I will buy this oven



5lt Cake Mixer
R5,999.00

[Add to cart](#)

[Show Details](#)

And this mixer in use its 150 dollars

Income Statement

Income Statement Template

Instructions: Type your information into the white cells

Your name is: Michael Kunaka
 Business name: Michael's Bakery
 Current Date: 17-03-2025

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	600	600	700	700	700	800	800	800	900	1,000	1,200	1,500	10,300
Total transactions or units sold	\$300	\$300	\$400	\$400	\$400	\$500	\$500	\$500	\$600	\$600	\$700	\$700	5,900
Revenue per transaction or unit	2	2	2	2	2	2	2	2	2	2	2	2	2
Expenses													
Self salary	0	0	0	0	0	50	50	50	50	50	100	100	450
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	200	200	200	200	200	200	200	100	100	100	100	100	1,900
Store Rent	30	30	30	30	30	30	30	30	30	30	30	30	360
Technology	5	5	5	5	5	5	5	5	5	5	5	5	60
Advertising	5	5	5	5	5	5	5	5	5	5	5	5	60
Transportation	10	10	10	10	10	10	10	10	10	10	10	10	120
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	0	0
Taxes/Fees	5	5	5	5	5	5	5	5	5	5	5	5	60
Other	1	1	1	1	1	1	1	1	1	1	1	1	12
Total Expenses	256	256	256	256	256	306	306	206	206	206	256	256	3,022
Expense per transaction or unit	\$36,57	\$36,57	\$36,57	\$36,57	\$36,57	\$38,25	\$38,25	\$25,75	\$25,75	\$25,75	\$36,57	\$36,57	\$409,74
Net Income to reinvest	344	344	444	444	444	494	494	594	694	794	944	1,244	7,278
Net Profit Margin	57%	57%	63%	63%	63%	62%	62%	74%	77%	79%	79%	83%	70%

Cash Flow Statement

Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the end of this lesson

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	\$800	\$900	\$1,000	\$1,200	\$1,500	\$1,800	\$2,000
- Fixed expenses	-400	-400	-400	-500	-500	-500	-600
- Loan payment	0	0	0	0	0	0	0
- Variable expense	-150	-150	-150	-200	-200	-200	-250
= Profit (or loss)	\$250	\$350	\$450	\$500	\$800	\$1,100	\$1,150
Starting cash	\$116	\$366	\$716	\$1,166	\$1,666	\$2,466	\$3,566
Available cash	\$366	\$716	\$1,166	\$1,666	\$2,466	\$3,566	\$4,716

Share about your family and picture here:



I have been married for 3 years to my wife, and we are now blessed with a daughter.
We love to spend some time together, always.

CONTACT DETAILS

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