

Woops – The Baking Studio Business Plan

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DESCRIBE YOUR BUSINESS:

Business Name:

Currently operating as Woops, a home-based bakery in Bulawayo, Zimbabwe.

How many customers do you have?

We currently serve over 15 repeat customers monthly, including individuals, families, and event planners, primarily through word-of-mouth, local referrals, and online platforms. With each cake order, our customer base continues to grow.

If given the loan, what would you do with it?

The loan would be used to:

1. Set up a movable, weatherproof outdoor structure at home to operate both professionally and safely. (\$400 – This includes buying the material and labor.)



2. Launch our mobile dessert bar, offering interactive dessert experiences for functions and events—the first of its kind in our area. (\$300—buying the readymade cart)



Dessert cart.

3. Purchase key equipment and supplies to increase production, improve packaging, and upgrade our online presence. (\$150 – to purchase a stand mixer)



4. Advertise and promote our services locally, especially for deliveries, workshops, and the dessert bar. (\$50 – for a lightbox to take good quality pictures for our online store and advertisement.)



How would this help your business?

- It would allow us to operate with greater capacity and professionalism from our home base, reducing costs from rent and licenses.
- It would formalize the professional side of our business, attracting paying clients (brides) eager to see our place of work and taste our cakes
- It would allow us to expand by providing lessons to those who want to learn how to bake.
- The mobile dessert bar would open a new income stream by targeting weddings, parties, and corporate events with a unique, interactive product.

How will this help your business generate more income?

- Our affordable product line (like \$0.50 doughnuts and salty stuffed magwinya) increases daily volume and attracts budget-conscious customers.
- Having a new space will allow us to have workshops and training classes to offer higher-margin services with minimal overhead, creating a stable revenue stream.
- The mobile dessert bar introduces a high-value service with strong earning potential at events, which also markets our brand to a wider audience.
- Operating from home with delivery reduces costs while maintaining quality, allowing us to reinvest profits into scaling.

In short, this loan will allow us to formalize, scale, and market a growing business that is not just about food, but about *taste, experience, and empowerment*—and it will directly help us turn our business into a sustainable, income-generating enterprise for the long term.

EXPLAIN THE PROBLEM.

The demand for affordable, high-quality baked goods and desserts is significant, particularly for celebrations and special occasions. Although these products are widely available, many potential customers are dissatisfied with the quality, taste, and design of existing offerings. As a result, there is a need for baked goods and desserts that combine affordability with high-quality taste and visually appealing designs. At the same time, in many urban and township communities in Bulawayo, young women and aspiring bakers face barriers to practical culinary training and sustainable income opportunities. This dual gap creates an opportunity for Woops to address both needs with a hybrid business model.

EXPLAIN YOUR SOLUTION.

- Affordable, high-quality baked goods: cakes, cupcakes, donuts, and other desserts that meet high standards of taste and design.
- To sell high-demand, low-cost products daily (e.g., stuffed magwinya, banana bread, scones, etc.).
- Offer weekly workshops & holiday bootcamps in baking fundamentals.
- Train and mentor aspiring bakers to start their own income-generating hustles.
- Grow into a registered culinary school over time.

BUSINESS MISSION STATEMENT:

At Woops, we craft unforgettable taste experiences through our inspired baked goods while empowering our community with accessible, hands-on culinary education.

From delightful doughnuts to custom cakes and immersive workshops, our mission is to spread joy, build skills, and make great food a part of every home and celebration.

Vision Statement

To become Zimbabwe's most beloved hub for baking, flavor, and learning — where every bite creates a memory and every lesson changes a life.

HOW LONG HAVE YOU BEEN IN BUSINESS?

- We have been in business for 5 years.

YOUR NET INCOME

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

Income - expenses = Net profit

On an average month

\$500 – \$356 = \$144

Product & Service Deliverables

1. Product Overview

Woops offers a wide range of sweet and savory baked goods—including custom cakes, doughnuts, salty stuffed magwinya, and dessert cups—alongside hands-on culinary training workshops for individuals and small groups.

We also plan to offer a Mobile Dessert Bar, a fully interactive dessert station for events, allowing guests to customize their own dessert cups with a variety of bases, toppings, and fillings.

2. Production-to-End-User Flow

Home-Based Production

- All products are currently made at home, but we plan to move into a movable structure located at our home premises, built to accommodate food safety, baking equipment, and workstations.

- Ingredients are sourced locally to ensure freshness and affordability.
- Our baked goods are made fresh daily, with attention to detail, flavor, and presentation.

Packaging & Prep

- Each item is hygienically packaged using food-safe packaging.
- Orders are confirmed via online platforms (WhatsApp, Facebook, Instagram) or direct calls/texts.
- Cakes and orders for events are boxed and labeled for delivery or pick-up.
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Delivery & Distribution

- Local deliveries are made using a small vehicle for speed and cost-efficiency.
- We also partner with delivery companies to serve the surrounding suburbs in Bulawayo.
- For events, the Mobile Dessert Bar will be transported to the venue, set up on-site, and run by a trained team.

Culinary Training

- Workshops will be scheduled in weekly or weekend formats.
- Participants join in person at our home setup and receive printed guides, ingredients, and hands-on instruction.
- Certificates of participation will be provided to those who complete the full modules.

Customer Support & Follow-Up

- Customers are engaged in post-sale through social media, direct messaging, and special offers.
- Learners are added to private WhatsApp groups or email lists for continued mentorship and updates.

Who is Our Customer?

Our primary customers include young professionals, busy parents, students, and event planners who value affordable, high-quality, and customizable baked goods like cakes, doughnuts, and dessert cups. We also plan to serve the youth, school leavers, and aspiring home bakers through our hands-on culinary workshops, offering them practical skills to earn an income. All our customers seek convenience, taste, and memorable experiences—whether they're buying a treat or learning to make one.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Why Our Business Is Better

Our business stands out because we don't just sell baked goods—we deliver memorable experiences and life-changing skills. Every cake, doughnut, or dessert cup is crafted with a focus on flavor, creativity, and cultural pride, giving customers more than just a dessert—they get joy in every bite.

We also plan to offer affordable, practical culinary training in a home-based, flexible setup—helping young people and home bakers build income-generating skills without the high costs of formal culinary schools. With our mobile dessert bar, online ordering, and community-based model, we will bring innovation, convenience, and heart to the Zimbabwean market in ways others don't.

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

- The most common reason businesses like this fail is a lack of consistent cash flow, often caused by underpricing, poor marketing, or not standing out in a crowded market. Other risks include inconsistent product quality, weak customer service, and no clear growth plan. Success depends on offering a unique experience, maintaining high standards, and having a solid strategy for growth and visibility.

HOW CAN YOU AVOID THIS PROBLEM?

- We can avoid failure by pricing products fairly, building a strong and consistent online presence, and creating unique experiences that set us apart. Maintaining high product quality and excellent customer service while having a clear growth plan that includes reinvesting in our business and expanding our customer base steadily.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- **Birthday Cakes:** from \$25, depending on size, design, and flavor.
- Wedding cakes: from \$12,0 depending on size, design, and flavor.
- Bento cakes from \$20
- Dessert cakes from \$20
- Cupcakes from \$15 a dozen
- Baking lessons from \$80 basic lesson
- Muffins from \$10 a dozen
- Doughnuts are \$8 a dozen.

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Yes, we advertise through social media, especially Facebook, WhatsApp, and Instagram, and through word of mouth and referrals.

WHY DID YOU CHOOSE THIS BUSINESS?

- I chose this business because it started as a passion for baking that grew into a beloved hobby and eventually blossomed into a full-fledged business. Turning something I love into a way to share joy, teach skills, and create opportunities motivates me every day.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Facebook Marketplace
- Facebook Page (<https://www.facebook.com/woopscakes>)
- Instagram
- TikTok
- WhatsApp

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



Scones



Wedding cake



Dessert Plating at a Function



Birthday cake ready for decoration



Customer feedback



Pictures show how customers use our product at their celebrations and as part of their big milestones.

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

Total Amount: \$900



Mobile Dessert Cart



Moveable weatherproof structure



PhotoBox



Dough Mixer

Income Statement:

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	430	504	500	700	480	554	550	590	590	650	750	850	7,148
Total transactions or units sold	16	20	16	30	14	24	18	22	27	30	38	45	300
Revenue per transaction or unit	27	25	31	23	34	23	31	27	22	22	20	19	24
Expenses													
Self salary	100	100	100	150	100	100	100	120	120	120	200	200	1,510
Employee salaries	0	0	0	80	0	0	0	0	0	80	80	100	340
Raw materials	180	200	200	280	180	200	210	210	220	250	200	200	2,530
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	10	10	10	10	10	10	10	10	10	10	10	10	120
Advertising	10	10	10	10	10	10	10	10	10	10	10	10	120
Transportation	20	20	20	30	20	20	20	20	20	30	30	30	280
Loan repayment	0	0	0	0	0	0	0	0	0	38	38	38	114
Taxes/Fees	50	5	5	5	50	5	5	5	5	5	5	5	150
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	370	345	345	565	370	345	355	375	385	543	573	593	5,164
Expense per transaction or unit	23	17	22	19	26	14	20	17	14	18	15	13	-
Net Income to reinvest	60	159	155	135	110	209	195	215	205	107	177	257	1,984
Net Profit Margin	14%	32%	31%	19%	23%	38%	35%	36%	35%	16%	24%	30%	-

Cash Flow Statement:

	2 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
Income	550	590	590	650	750	850	950
- Fixed expenses	-120	-120	-120	-200	-280	-300	-300
- Loan payment	0	0	0	0	-38	-38	-38
- Variable expenses	-255	-255	-265	-343	-255	-255	-350
= Profit (or loss)	175	215	205	107	177	257	262
Starting cash	0	175	390	595	702	879	1136
Available cash	175	390	595	702	879	1136	1398

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

We utilized the profits made over the past two months to invest in essential kitchen equipment. Specifically, we purchased a gas stove with both a gas oven and gas top, allowing us to cook and bake efficiently. Additionally, we acquired a gas tank to support the stove's operation. The breakdown of our expenses is as follows:

- Gas stove: \$450

- Gas tank: \$100
- Gas refill: \$50
- Total cost: \$600

This investment will enable us to make profits more efficiently and effectively (even when loadshedding happens, we can still be productive), ultimately benefiting our business operations.



What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

I attended a practice pitch event on 10 July 2025 for the Rotary Club. I pitched in front of the area Supervisors and the Rotary Club president. I learned that I need to add more products to my bakery business, like bread and pastries that people buy every day. Right now, I mostly make birthday cakes and special treats. I also learned to be confident when talking about my business and to show investors that it's a good opportunity.

The event helped me improve my pitching skills and showed me what I need to work on to make my business grow.

Share about your family and picture here:

I am a married mother of one son, aged 5. My husband and I have been married for 8 years. We are both currently studying. Our family has been supported by my business since 2019, which started in December of that year, after which the COVID-19 pandemic began. The business has improved our living standards, but due to limited financial resources, it has been challenging to grow the business beyond a hand-to-mouth situation. Securing a loan would enable us to better manage our finances, separate personal and business funds, and invest in business growth.



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