

Business Plan Competition

Spoon & Brush



“Because everyone deserves the opportunity to be to express the creativity that lies within.”

Submitted by:
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Business Profile:



Spoon and Brush is a creative studio and bakery that offers all-inclusive art services and baked goods. Our mission is to allow everyone to have the opportunity to express their creativity and have an environment in which they can be themselves. Our art classes will be all-inclusive in the sense that we welcome everyone, regardless of any disability and regardless of if they believe they are creative or not. Through creating art and baking I have found not only great joy but also found it to be a relaxing place for me. I began working on this business plan my Sophomore year of highschool, as a class assignment, and over the years it has morphed into something that truly reflects my whole heart. My hopes in creating Spoon and Brush is that it bring this same happiness and relaxation to my customers. We will offer an encouraging and upbeat environment for customers to relax, study, eat good sweets, and create art.

Spoon and Brush is a unique business because we offer art services and provide accommodations to everyone, regardless of any disability they may have. In 2017, my family and I adopted my younger brother, 13 at the time, who is completely blind and has other special needs. After signing up for an art class, he was later told that he could not attend because he was too “high maintenance”. After experiencing the disappointment that my brother faced from not being able to attend this art class, it inspired me to create an art studio that allowed everyone the opportunity to be creative. This, as well as my prolonged love of baking and art, led to the idea of Spoon and Brush. There are little to none fully- inclusive art services offered in San Antonio, leaving the special needs community with a lack of resources to express themselves. Spoon

and Brush will be the answer to this problem, as we will provide resources such as interpreters, wheelchair access, and trained employees to assist our customers. With all the stress that day to day can bring, Spoon and Brush will serve as an outlet to enjoy sweets, create art, and socialize with friends.

Spoon and Brush will be a retail/ service store and will maintain a website for easy customer use as well as social media platforms for marketing and brand awareness. Spoon and Brush is one location that will offer both art classes and bakery items. Art classes will be offered on certain days and at certain times throughout the week, while the bakery will be open from 11:00 am to 9:00 pm, Monday through Saturday. Spoon and Brush will operate as a sole-proprietorship. I will need to obtain a business license, sales permit, Tax license, Health and Fire department license, and other local permits. It will also be very important for my employees and I to obtain social media marketing certification as well as certification for helping with special needs, since this will be a very large aspect of our jobs.

Target Market:

One of Spoon and Brush's main target audiences is people with special needs and disabilities. Having a younger brother who is blind and an older sister who is working in deaf services has led me to see firsthand just how much these groups are being left without the same resources as everyone else. According to a 2015 San Antonio census, they found that 14% of the city's population has some sort of disability. This means that out of 1.5 million people, 210,000 people in San Antonio alone have disabilities and are left without fully-inclusive creative resources. Spoon and Brush will offer accommodations in our art classes such as, interpreters, audio descriptions, wheelchair accessibility, and people to help with other needs. By providing these resources, we are targeting those people, in San Antonio and the surrounding areas, that do not currently have access to these accommodations.

Spoon and Brush also reaches beyond just those with disabilities, we strive to make everyone feel welcome. Because of this, our target market also includes students,

families, and young to middle-aged women. The environment of Spoon and Brush will be one of which is relaxing and is a calm place for studying or working meaning we hope to attract high school and college students searching for a place to study. Spoon and Brush is also family friendly and we hope that the positive message, delicious desserts, and creative opportunities that we provide is something that families are drawn towards. A survey done by the Rhode Island School of Design shows us that women make up over 85% of art classes, meaning that our main focus for a target market is going to be women. Creative art classes have also prevailed in popularity among bridal showers, birthday parties, and ladies get together, further confirming our gender demographic and age group of young to middle-aged women.

So, how will we reach our target audiences? The largest way that Spoon and Brush is going to reach them is by getting involved in our local community. Whether that is through local organizations for those with disabilities, such as Lighthouse for the Blind and Aid the Silent, or whether it be attending local events that cater to students and families, Spoon and Brush hopes to put a friendly face to the brand and meet the demographic that we will be servicing. Spoon and Brush will be focused on building a strong customer base within San Antonio and what better way to connect with that audience than getting involved with local organizations. Attending local events not only increases brand awareness among target audiences but also allows potential customers to meet the faces behind the operation.

Another way that Spoon and Brush will be able to reach our target audiences is through social media. We will maintain platforms such as Instagram, Facebook, Twitter and Pinterest. These will be maintained through social media analytic and scheduling apps such as Hootsuite, Adobe Spark Post, and Sprout Social. These analytic and content creation apps will be vital in understanding if our content is reaching, reacting, and resonating with our target audience. With social media being so widely used, it is one of the most beneficial and cheapest ways to reach our intended target audience. It is also a great way to build an aesthetic layout of the classes and products that we offer and allow potential customers to get a better feel of who Spoon and Brush is.

Since there are little to none fully-inclusive art services offered in the San Antonio area, a large problem that my target market faces is the lack of resources to express the creativity that lies within themselves. While there may be some organizations that offer an art class night, there is no solid business that offers consistent creative amenities. Spoon and Brush is going to accommodate for whatever resources are needed for these individuals in order to solve this problem. We also hope that when the needs of this group are met, they will be encouraged to come back and bring others along as well. Overall, Spoon and Brush hopes to attract those with disabilities, students, families, and young to middle aged women by connecting with them through local events and social media and by offering a relaxed environment, fully-inclusive art classes, and delicious desserts.

Marketing Plan:

Like as mentioned above, Spoon and Brush is a creative studio and bakery that offers fully inclusive art classes and baked good to individuals with special needs, families, students looking for relaxed environment, and to young and middle aged women looking for an event space. A creative studio that is also a bakery and that offers an upbeat, all-inclusive environment is a one-of-a kind business that you can't find anywhere else. The resources and accommodations that will be offered to those with special needs is one of the biggest reasons Spoon and Brush might be chosen over other local businesses.

To find customers, Spoon and Brush is going to reach out to local organizations, such as Lighthouse for the Blind, Aid the Silent, and the Down Syndrome Association, in order to spread the word about our all inclusive art classes. Since 14% of San Antonio citizens have special needs, we are assuming that a good portion of those people are in some way connected to one of the many supportive organizations that are found all throughout San Antonio, meaning this would be one of the best ways to reach our largest target audience.

Spoon and Brush will also utilize social media to reach out to our target audience and grow brand awareness. Platforms such as Instagram and Facebook will allow Spoon and Brush to post content that displays our delectable sweets, classes and artwork, upcoming news, and different aspects of all that we offer. Also, posting User Generated Content, or UGC, is vital in our social media's success because it portrays that previous customers of Spoon and Brush have experienced joy and satisfaction with the products and/or services that we offer. Showing potential customers the success stories of others, possibly even of a friend, not only increases brand reach but also instills trust within our name. With both our business website and our social media accounts, we will utilize organic reach as well as paid reach, which includes promoted posts and advertisements in order to reach our customers.

Sweet treats as well as creative services will be available for purchase. Baked goods, including cookies, brownies, cakes, and other treats, will be priced anywhere from \$1.00 to \$6.00. Art classes will include watercolor, calligraphy, DIY Tassel Earrings, Acrylic, and seasonal classes and the price will range from \$30 per person to \$75 per person. Each class comes complete with take-home materials, tips and tricks, and complimentary sweets.

Similar businesses to Spoon and Brush would be bakeries and art studios in San Antonio and the surrounding areas. These businesses may offer comparable goods and services at similar prices to Spoon and Brush. However, we will market on the fact that Spoon and Brush is the only location in the area that offers the bakery and art studio in one business and location. Not only that, but Spoon and Brush is also the only business in the area that offers fully-inclusive art classes for those with disabilities. These factors are very unique not only to the San Antonio area but also to the whole state of Texas meaning that this is an unsaturated market and we will be able to maximize the amount of customers we absorb through marketing.

Business Operations:

Spoon and Brush will bake the sweets fresh every day by employees following recipes to make that day's quantity and variety of desserts. Ingredients for all baked good will be bought in bulk from Sam's Club, to reduce the cost of a large quantity of items. There will be roughly a variety of ten different desserts each day, most of them being consistently repeated and others being changed out seasonally. Also, if there are any art classes taking place on that particular day, desserts will be made accordingly for that class. We will also be conscious of the food allergies that our customers may have by preparing allergenic-free desserts. Once desserts are baked they will be placed in our display cases and become available for purchase. We will need to have a computer as well as a cash register for baked goods sales. For our creative services, six classes will be offered throughout the week, varying depending on each week. Our classes include: Watercolor 101 (\$75 /person), Calligraphy 101 (\$50 /person), Acrylic 101 (\$60 /person), DIY Tassel Earrings (\$30 /person), and a Seasonal Art Class- changed out every 3 months (\$50). We will offer each of these classes five times throughout the month and each class will have ten available spots. In each art class, if there happens to be less than 5 people sign up for the class, it will be canceled and rescheduled just to ensure that we would not be investing resources into a non-profitable event. Out of the five times each one of these are offered, 2 of those classes will be designed specifically for low functioning special needs. This means that the teaching process will be amended to fit the needs of the lower functioning groups. The goal in these classes will just be to try something new, not necessarily to follow an example. The other 3 classes will be taught a regular level and provide accommodations for those with high-functioning special needs. Art classes will be taught by Spoon and Brush employees as well as special guests. Classes will be about 2 to 2 ½ hours long. Classes will be scheduled using a system called Pike13 which is a class scheduling calendar. I do have previous experience working closely with this system and know how it functions. When customers arrive for their art class, they will be seated, with all of their needed materials at their spot, and given an introduction about the class, the goal, and the instructor. Art classes will then proceed while the instructor answers questions along the way. We will strive to show the importance of having fun during the class and not focusing on

perfection. Customers will be able to take all of their supplies home so that they continue to practice at home. Also, if customers sign up for our Spoon and Brush email subscription, we will send out tips and tricks for practicing at home that should help with follow up services after the class has taken place.

Spoon and Brush will need to hire approximately 6 employees to operate the bakery and art studio portions. I will hire 2 full time employees at 40 hrs/wk and 4 part time employees at 20 hrs/wk. Our employees will need to, as a whole, be able to think creatively, work with special needs, have knowledge of baking, and have good people skills. The technology required for Spoon and Brush is two computers and two cash registers, one for the art studio area and one for the bakery area, as well as wifi and internet to be able to run our computers and to offer a productive environment for our guests. Spoon and Brush will operate the bakery portion Monday through Saturday from 11:00am to 9:00pm. The art studio however only has operations hours when classes or private parties take place. There will be 6 different classes offered throughout each week.

Financial Requirements:

One time start-up costs:

Computers	2- \$700 (used)
Cash Registers	2- \$400
Tables & Chairs	\$1,000
Serving Display Dishes	\$100
Dishes and Silverware	\$300
Bakery Equipment	\$2,000 (used)
Building Renovation	\$5,000
Art Easels (10)	\$150.00

Exterior Signage	\$2,000
Total One Time Expenses	\$11,500

Monthly Expenses:

Building Rent	\$1,596 /mo
Wifi/ Internet	\$60.00 /mo
Art Supplies	\$1,874.94 /mo
Baking Ingredients	\$226.21 /mo
Water and Electricity Bill	\$200.00 /mo
Employee Wages	\$7,360 /mo
Marketing and Advertising	\$2,000 /mo
Monthly Loan Payment (first 5 years)	\$382.02 /mo
Total Monthly Expenses	\$13,699.17 /mo

Break Down of Monthly Art Supply Costs:

Product:	Quantity:	Price:
12-color Watercolor Palette	50 sets	\$738.00 /mo
3-pc Brush Set	50 sets	\$111.60 /mo
Canson Watercolor paper	180 sheets	\$30.00 /mo
Variety pack of Embroidery Floss	450 pcs	\$41.97 /mo
Sewing Needles	90 pcs	\$6.89 /mo
Silver Earring Hooks	200 pcs	\$6.49 /mo

Rubber Earring Backs	200 pcs	\$2.99 /mo
Acrylic Paint Set (12)	50 sets	\$500.00 /mo
Acrylic Paint Brushes	100 pcs	\$24.00 /mo
Canvases	60 pcs	\$52.00 /mo
Black Pigma Calligraphy Pens	50 pcs	\$100.00 /mo
Wooden Pencils	96 pcs	\$5.00 /mo
White Cardstock Paper	400 sheets	\$36.00 /mo
Clear Pencil Bags	50 pcs	\$15.00 /mo
Tracing Paper	150 sheets	\$10.00 /mo
Seasonal craft supplies	50 sets of supplies	\$200.00 /mo
Total Cost of Monthly Art Supplies	-----	\$1,874.94 /mo

Break Down of Monthly Baking Ingredients cost:

Item:	Quantity:	Price:
Member's Mark All-Purpose Flour	100 lbs	\$27.92 /mo
Member's Mark Eggs	15 dozen	\$20.98 /mo
2% Milk	5 gallons	\$13.00 /mo
Member's Mark Cane Sugar	100 lbs	\$50.00 /mo
Member's Mark Powdered Sugar	28 lbs	\$18.00 /mo
Baking Soda	15 lbs	\$7.48 /mo

Baking Powder	7.5 lbs	\$11.56 /mo
Cocoa Powder	23 oz	\$7.18 /mo
Member's Mark Butter	8 lbs	\$23.96 /mo
Vegetable Oil	3 quarts	\$7.98 /mo
McCormick Vanilla	32 oz	\$4.97 /mo
McCormick Ground Cinnamon	18 oz	\$5.28 /mo
Member's Mark Brown Sugar	28 lbs	\$17.92 /mo
Chocolate Chips	72 oz	\$9.98 /mo
Total Monthly Expenses	-----	\$226.21 /mo

Expected Income from Art Classes:

Class:	Income:
Watercolor 101	\$2,625.00 /mo
Calligraphy 101	\$1,750.00 /mo
Acrylic 101	\$2,100.00 /mo
DIY Tassel Earrings	\$1,050.00 /mo
Seasonal Craft	\$1,750.00 /mo
-----	Total Expected Income: \$9,275.00 /mo

(each was calculated assuming that only 7 out of the 10 spots were filled in each class, this is so we have room for any unexpected errors)

Expected Income from the Bakery:

Expected Number of Sales:	Income:
About 10 sales/hr for 10 of the 12 hours that Spoon and Brush is open each day.	\$7,500 /mo

(This was calculated using the average number of \$2.50 per item)

Total Start-up Expense: \$25,199.15 *includes all one-time expenses as well as all recurring expenses for the first month of business.*

Total Expected Monthly Income: \$16,775.00

Total Expected Monthly Expenses (after start-up): \$13,699.17

I will be taking out a business loan for \$20,000 and am putting in equity of \$10,000 from personal savings (\$24,817.15 for start-up, \$5,182.85 for incidentals.) to be able to pay for the start-up expenses. Spoon and Brush will be taking out a 5 year loan with a 5.25% interest. This means that monthly payments towards the loan will be about \$382.00.

This allows us room for incidentals, as only a portion of our monthly profit will go towards paying off the loan each month.

Cash Inflow/ Outflow Statement:

Month:	Cash Outflow:	Cash Inflow:	Profit:
Month 1	\$30,000.00 (loan+equity)	\$30,000.00 (loan+equity)	\$0.00
Month 2	\$13,699.17	\$16,775.00	\$3,075.83
Month 3	\$13,699.17	\$16,775.00	\$3,075.83
Month 4	\$13,699.17	\$16,775.00	\$3,075.83
Month 5	\$13,699.17	\$16,775.00	\$3,075.83
Month 6	\$13,699.17	\$16,775.00	\$3,075.83
Month 7	\$13,699.17	\$18,100.00	\$4,400.83
Month 8	\$13,699.17	\$18,100.00	\$4,400.83

Month 9	\$13,699.17	\$18,100.00	\$4,400.83
Month 10	\$13,699.17	\$20,000.00	\$6,300.83
Month 11	\$13,699.17	\$20,000.00	\$6,300.83
Month 12	\$13,699.17	\$20,000.00	\$6,300.83
Year 1	\$150,690.87	\$198,175.00	\$47,484.13

I plan on paying myself a yearly salary of \$30,000 in monthly payments. However, I will not do this until the loan is paid off and granted that we actually do make the expected profit of \$47,484.13. If this amount is made and I pay myself \$30,000, this would mean that I would end up investing \$17,484.13 back into Spoon and Brush to hopefully make even more money in year 2.

Performance:

To measure how well Spoon and Brush is performing, we will do weekly checks on a few important KPIs including Profits & Losses, Net Promoter Scores, and Social Engagement. These will give us analytics on financial and customer service stats and will allow us to adjust our approach if needed.

Profits & Losses. Each month, Spoon and Brush will have losses, or expenses, such as monthly art and bakery costs, employee wages, and rent. We will also have profits that we are bringing in from art classes and baked goods. By measuring these two things, we can not only see what is costing us the most money but, we can also see what is bringing us the most money. This is an important metric to consider when determining our performance because it will show us if what we are pouring money into is giving us a reasonable return. The Profits and Losses key metric will allow us to monitor where our money is going and if it is worth it and will allow us to monitor how much money we are bringing in, which is one the most important factors in determining if our business will be successful.

Net Promoter Score. The Net Promoter Score, in short, is a metric that will allow us to see how satisfied one is with our business as well as how likely they are to recommend our business to someone else. We take this metric into high consideration when determining our businesses performance because we rely on happy to return and new customers due to recommendation in order to keep classes going and to keep sales up. The NPS will allow Spoon and Brush to know if our customers are happy and if they are referring business to others. Also, this will allow us to see if a customer is not happy so that we can then reach out and fix their issue in any way we can. This metric will specifically tell us how we are performing in our customer service, which is a very large aspect of our business.

Social Engagement. Our social media is one of the largest ways that we will be able to reach and interact with our customers and potential customers. Having a social media presence is vital in growing brand awareness and displaying all that we offer in an aesthetic way. With this comes social engagement. This metric is the best way to see if our social media is performing well because it measures how much interaction we have on our platforms and if it is reaching, reacting, and resonating with our target audience. Since money will go into promotion marketing on social media, following how much social engagement we have will tell us if we are getting a big enough return on investment. Our social media is also one of the biggest factors in the success of Spoon and Brush because it will get people through the door therefore, determining the success of our social engagement of media will be a factor in determining the success of our products and services.

Overall, the Profits and Losses will measure our financial performance, the Net Promoter score will measure our customer service performance and our Social Engagement will measure part of our marketing performance. Through these things, we can better determine the overall success of Spoon and Brush as whole, especially if these metrics are measured weekly and if we adjust accordingly to the results of each metric.

Commitment:

There are two major things that push me to work hard on this idea that I have dreamed up. The first is the pure joy and relaxation that creating art and baking has brought me. I also have a strong desire for these things to be a source of calmness and joy for others as well. The thought that my business could be an outlet for someone to relieve their stress and express themselves in a creative way, keeps me going. The second thing that drives me is the firsthand experiences that I have had with the special needs community. Both in the many volunteer events that I have helped at as well as having a brother with special needs in my own home, I see the happiness that creating art can bring as well as the lack of accommodations there currently are and it pushes me further to create fully-inclusive art services.

Although I am sure there are obstacles that I have yet to imagine or prepare for, I have also already put in a lot of hard work that has helped increase my awareness of many problems that should be accounted for. Ever since the first day that I decided that this was something that I really wanted to do with my future, I vowed that I would do anything that was needed to be able to provide a creative and encouraging environment for people. Whether that means taking many years of business classes, or volunteering to be able to understand the needs of my target market, or even whether that means putting in a lot of hard work and not getting that much in return, this is one dream that I am not giving up on. I have been growing and evolving this business idea since my Sophomore year of high school. It started out as a business-class assignment and, over the years, morphed into something that truly reflects my whole heart. Working on growing my business idea for the past 3 years of high school has really shown me, as well as others around me, that I am committed to turning this dream into a reality. Being able to work on an idea that reflects my passion and, at the same time, brings joy and accommodations to others is the reason that I am willing to work so incredibly hard on every aspect of Spoon & Brush. There are a lot of people in my life who have loved and encouraged me, so I owe it to them to work as hard as I can for this business even with

the possibility that it might not work out. My dreams, passions, and energy are focused on being able to provide resources for everybody to have the chance to express their creativity and my business, Spoon and Brush, is my chance to realize this dream.

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