

Jane's Bake Shop
Business Plan



Jane's Bake Shop

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-Business Profile-

Jane's Bake Shop is an allergy friendly cafe that offers gluten, dairy, and peanut free options to customers that suffer from food allergies and intolerances. Jane's Bake Shop is dedicated to Jane Baker, my late grandmother, celiac disease sufferer, and extraordinary chef. The purpose of this cafe is to provide individuals who suffer from food intolerances or allergies a delicious baked good and memorable experience. We are a family owned and operated business located in Northeast San Antonio. We will be located specifically at 18010 Bulverde Road, San Antonio, TX 78259. Customers will order at our counter and then take their purchase to go or to our available dining tables. We offer multiple options for individuals with food intolerances and allergies. To effectively run this business I will need food safety education, licensing, and basic entrepreneurial knowledge. This business will be operated by my own family: my mother, father, older sisters, and myself. As individuals who suffer from food intolerances, we understand the difficulty to find good alternatives to the amazing foods we are no longer able to eat. After eight years of living a gluten, dairy, and peanut free lifestyle, we understand what tastes good and how to do it. We will apply this knowledge at Jane's Bake Shop to make the lives of our community members happier and easier.

Name: Jane's Bake Shop

Type: Bakery

Location: 18010 Bulverde Road

Owner: Family owned

Mission: To serve the food allergy and intolerance community in San Antonio delicious treats and snacks

Website: <https://janesbakeshoptx.wixsite.com/yummy>

Social Media:

Instagram

Facebook

Twitter



Jane's Bake Shop

Menu

Pastries:

- Cinnamon Rolls
- Orange Rolls
- Quiche
- Muffins (Varies by day)
- Scones (Varies by day)

Desserts:

- Cupcakes (Varies by day)
- Cookies (Varies by day)
- Brownies
- Cake slice (Varies by day)
- POD (Pie of the day)

Breads:

- Dinner Rolls
- White Loaf
- Cornbread
- Biscuits
- Artisan Bread

* Birthday and Wedding Cakes are specialty order

Sample Daily Menu:

Jane's Bake Shop Daily Menu						
Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Quiche	Bacon and Swiss	Chorizo, Chile, and Queso Fresco	Spinach, Bacon, and Parmesan	Ham and Cheddar	Spinach and Tomato w/ Goat Cheese	Broccoli and Cheddar
Muffin	Blueberry	Banana Nut	Pumpkin Pecan	Lemon Crumb	Apple	Chocolate Chocolate
Scone	Espresso	Cranberry Orange	Chai	Chocolate	Raspberry Almond	Pumpkin
Cupcake	Cookies and Cream	Red Velvet	Berries and Cream	Almond Joy	Birthday	Churro
Cookie	Chocolate Mint	Oatmeal Raisin	Molasses	Snickerdoodle	Chocolate Chip	Sugar
Cake	Pumpkin Roll	Strawberry Champagne	Chocolate Chocolate	Ice Cream Cake	Hummingbird	Lemon Curd
Pie	Lemon Meringue	Mixed Berry`	Key Lime	Pecan	Pumpkin	Apple

Jane's Bake Shop's Daily Menu will be posted online as well as in store for customers to see. We will have varying cupcakes, muffins, scones, cakes, pies, cookies, and quiches in addition to our daily items. All items will be completely gluten and peanut free, and most will be dairy free. We will change our menu to coincide with seasonal produce and flavors.

-Target Market-

Food allergy sufferers know how difficult it is to find alternatives to their favorite foods, especially good ones. Jane's Bake Shop knows that struggle and will provide those individuals with the delicious option they need. Our target market is individuals with food allergies or intolerances. These individuals are motivated by their own health and well-being. Most food allergy sufferers have a life-threatening consequence to eating their trigger food, and others experience uncomfortable side effects such as bloating, nausea, and diarrhea. This means that these individuals are willing to pay extra for the certainty that they will not experience any pain. There are alternatives for these individuals. Brands such as Udi's, Glutino, Schar, and Canyon give food allergy sufferers a viable alternative to breads and other baked goods, but not all of these options are good ones. Most gluten free baked goods tend to be extremely dry and crumbly. This is due to the lack of the gluten, a protein in wheat that creates elasticity in doughs, so while alternative options are great, they don't necessarily curb the craving for an enjoyable treat. San Antonio has bakeries that offer limited gluten free options, but there are no local bakeries that specialize in gluten, dairy, and peanut free baked goods. This is what sets us apart from our competition.

Research shows that 4% of all Americans have a food allergy, and that women and individuals of Asian descent are most affected. We will cater to our target market by advertising online and through social media. As a food intolerance sufferer myself, I always look online before I travel to find a bakery or restaurant, so we will use that knowledge to better advertise to our target market.

The specifics of our target market are as follows: women and men aged 18-40 with food allergies or intolerances and mothers and fathers of children with food allergies or intolerances. While we expect to see customers from the health guru community, they are not in our specific target market.

-Marketing/Sales Plan-

Our marketing strategy is to utilize social media to draw in new customers and advertise Jane's Bake Shop. Our target market, women and men with food allergies or intolerances aged 18-40, are social media users. These people search online for allergen friendly restaurants and bakeries. We plan on using Instagram, Twitter, and Facebook to reach our market. Using a wide range of social media will allow us to reach different age brackets. Instagram will allow us to reach younger men and women, Facebook will allow us to reach older women, men, mothers, and fathers, and Twitter will allow us to reach the population of people without Facebook or Instagram.

Using social media will allow us to update our customers on our weekly flavors, share pictures of our products, and be easily accessible to tourists and visitors. Even if an individual doesn't have a personal social media account, social media sites are some of the first items to appear on a basic google search. Additionally, social media will allow us to better compete with our competitors, described in the Target Market section.

We will operate our own social media sites. Our menu will be posted on Yelp to enable customer reviews. In the current world of technology, being online is important to reach potential customers, but we will also count on word of mouth as our additional advertising. The food allergy community is very vocal in sharing nutritional insights and popular food destinations, so we will use that to spread our name. Our specific target market is not apparent in basic demographics, so we cannot utilize traditional marketing strategies. People are more likely to seek us out than for us to come to them. Therefore using social media is the most efficient means, both economically and effort, to build our brand.

-Operations-

Our baked goods will be produced daily in our kitchen and made available to the front as completed. Our bakers will come early each day to begin preparations for the daily menu. Our bakers will be working from 4:00 am to 12:00 pm and our cashiers will work from 6:30 am to 3:30 pm. At the end of each day, our unsold products of over one day will be offered to employees and then made available to local shelters and organization for the homeless and needy.

Customers will approach the cashiers at the display cases, where all available good will be visible. Customers can choose to take their items to go or to be eaten on location. We will have a microwave to heat up pastries for customers at their request. We will have coffee, tea, and bottled water for purchase.

Customers with a specialty cake request will contact us to make their special request. We will make birthday, wedding, and special occasion cakes for varying prices, depending on size and type. We will offer delivery of such cakes for an additional cost.

-Financial Requirements-

Item	Quantity	Cost	Website
Food Establishment License - San Antonio	1	\$412	https://www.sanantonio.gov/Health/Reference/Fees
Food Service Manager Certificate	1	\$15.45	https://www.sanantonio.gov/Health/Reference/Fees
Food Service Handler Certificate	5	\$15.45	https://www.sanantonio.gov/Health/Reference/Fees
Mixers	2	\$1,038.00	https://www.amazon.com/dp/B0745B5RHW/?tag=janeskitchenmiracles1-20
Cuisinart Food Processor	1	\$199	https://www.cuisinart.com/shopping/appliances/food_processors/dfp-14bcny
Mixing Bowl	10	\$26.15	https://www.acekart.com/kitchen/baking-supplies/prep-tools/vollrath-69080-8-qt-stainless-mixing-bowl/VOL69080
Baking Pans	1	\$49.95	https://www.cuisinart.com/shopping/bakeware/amb-6
Muffin Pan	3	\$23.95	https://www.cuisinart.com/shopping/bakeware/
Measuring Cups	3	\$19.99	https://www.cuisinart.com/shopping/bakeware/
Dough Blender	2	\$10.99	https://www.cuisinart.com/shopping/bakeware/
Measuring Spoons	3	\$9.99	https://www.cuisinart.com/shopping/bakeware/
Food Scraper	3	\$10.99	https://www.cuisinart.com/shopping/bakeware/
Decorating Set	2	\$14.99	https://www.cuisinart.com/shopping/bakeware/
Baking Sheets	20	\$18.95	https://www.cuisinart.com/shopping/bakeware/
Silicone Whisk	4	\$9.99	https://www.cuisinart.com/shopping/bakeware/
9 x 13 Pan	4	\$18.95	https://www.cuisinart.com/shopping/bakeware/

Rolling Pin	2	\$12.99	https://www.cuisinart.com/shopping/bakeware/
Liquid Measuring Cup	3	\$9.99	https://www.cuisinart.com/shopping/bakeware/
Cookie Scoop	3	\$12.99	https://www.cuisinart.com/shopping/bakeware/
Springform Pan	4	\$13.95	https://www.cuisinart.com/shopping/bakeware/amb-6
Foil	4	\$27.99	https://www.costco.com/Kirkland-Signature-Reynolds-Foodservice-Foil%2c-12-in-x-1%2c000-ft.product.100116721.html
Food Service Gloves	4	\$14.29	https://www.costco.com/CatalogSearch?dept=All&keyword=Food+Service
Plastic Wrap	4	\$14.99	https://www.costco.com/Kirkland-Signature-Stretch-Tite-Plastic-Food-Wrap%2c-12-in-x-3%2c000-ft.product.100300513.html
Plastic Cutlery	3	\$13.99	https://www.costco.com/Kirkland-Signature-Cutlery%2c-Clear%2c-360-count.product.100116723.html
Paper Hot Cups	2	\$30.99	https://www.costcobusinessdelivery.com/Graphic-Packaging-Paper-Hot-Cup%2c-Soho%2c-12-oz%2c-600-ct-(SMR12).product.11681301.html
Paper Plate	2	\$19.99	https://www.costcobusinessdelivery.com/Chinet-10-38-Paper-Plate%2c-White%2c-165-ct.product.11806650.html
Paper Bags	1	\$38.69	https://www.costcobusinessdelivery.com/Duro-Bag-%2360-Recycled-Paper-Handle-Bag%2c-Kraft%2c-250-ct.product.11754387.html
Hot Cup Lids	2	\$22.19	https://www.costcobusinessdelivery.com/Graphic-Packaging-Poly-Hot-Cup-Dome-Lid%2c-Soho%2c-10-20-oz%2c-600-ct-(LHRDS16).product.11979498.html
Wax Deli Paper	2	\$6.49	https://www.costcobusinessdelivery.com/Bagcraft-Wax-Deli-Paper%2c-10-x-10-34%2c-500-ct-(WF10).product.11629383.html
Plastic To-go Container	2	\$47.69	https://www.costcobusinessdelivery.com/Durable-Packaging-Plastic-Container%2c-8W-x-

			8L%2c-Clear%2c-250-ct-(PXT880).product.11898455.html
8 qt Food Containers with Lids	4	\$20.99	https://www.costcobusinessdelivery.com/Cambro-CamSquare-8-Quart-Food-Container-with-Lid%2c-2-ct-(8SFSP).product.11985570.html
Small to go Plastic Container	3	\$45.69	https://www.costcobusinessdelivery.com/Durable-Packaging-Plastic-Container%2c-6W-x-6L%2c-Clear%2c-500-ct-(PXT11600).product.11660831.html
Stainless Steel Prep Table	4	\$149.99	https://www.costcobusinessdelivery.com/TRINITRY-Stainless-Prep-Table-with-Adjustable-Bottom-Shelf%2c-48L-x-24W-x-34-36H-(TXDWKT221).product.11320241.html
Commercial Coffee Urn	2	\$119.99	https://www.costcobusinessdelivery.com/Waring-Commercial-110-Cup-Coffee-Urn-(CBBCU110PC).product.100341739.html
Commercial Spatula	6	\$7.49	https://www.costcobusinessdelivery.com/Clipper-Commercial-10-and-14-Spatula%2c-2-ct.product.100296972.html
21 Gallon Ingredient Tub	3	\$177.09	https://www.costcobusinessdelivery.com/Cambro-Ingredient-Bin-with-Slant-Top%2c-21-Gallon%2c-White-(IBS20148).product.100206304.html
Microwave	1	\$284.99	https://www.costcobusinessdelivery.com/Daewo-1.0-cft-Countertop-Microwave-Oven-(KOM9P1CES).product.11983991.html
Metal Spatula	3	\$13.79	https://www.costcobusinessdelivery.com/Dexter-Russell-Turner%2c-8L-x-3W%2c-Stainless-Steel%2c-2-ct-(7632).product.11979504.html
Kitchen Shears	3	\$10.79	https://www.costcobusinessdelivery.com/Tramontina-PROLine-Chefs-Shears%2c-2-ct.product.100340522.html
Sheet Pan Rack	2	\$107.09	https://www.costcobusinessdelivery.com/Winco-Aluminum-Sheet-Pan-Rack-with-Casters-(ALRK-20).product.11989605.html
Double Convection Ovens	2	\$4,899.99	https://www.costcobusinessdelivery.com/Duke-Convection-Double-Deck-Oven%2c-Stainless-

			Steel-(E102G).product.100260925.html
3 Door Refrigerator/Freezer Combo	1	\$4,129.99	https://www.costcobusinessdelivery.com/
Industrial Sink	1	\$569.99	https://www.costcobusinessdelivery.com/Advance-Tabco-Two-Bowl-Sink%2c-Stainless-Steel-(4-2-36).product.100279351.html
Facet	1	\$224.99	https://www.costcobusinessdelivery.com/Advance-Tabco-Heavy-Duty-Pre-Rinse-Splash-Mount-Faucet-(DTA-53-X).product.100295383.html
Green Tea	2	\$14.79	https://www.costcobusinessdelivery.com/Kirkland-Signature-Green-Tea%2c-Sencha-%2526-Matcha-Blend%2c-100-bags.product.11180942.html
Ground Coffee	3	\$10.49	https://www.costcobusinessdelivery.com/Folgers-Classic-Roast-Ground-Coffee%2c-Medium%2c-51-oz.product.100328641.html
Bottled Water	3	\$5.79	https://www.costcobusinessdelivery.com/Kirkland-Signature-Purified-Drinking-Water%2c-16.9-oz%2c-40-ct.product.11982447.html
Trash Can	3	\$95.97	https://www.costcobusinessdelivery.com/Alpine-Industries-Stainless-Steel-Open-Top-Trash-Can-(470-65L).product.100341145.html
Grocery		\$3000	

Retail Space		\$30/SF/YR	1750 SF	https://www.loopnet.com/Listing/17910-Bulverde-Rd-San-Antonio-TX/8358434/
Retail Space Tax		\$5.48/SF/YR		https://www.loopnet.com/Listing/17910-Bulverde-Rd-San-Antonio-TX/8358434/
Operating Expenses		\$3.97/SF/YR		https://www.loopnet.com/Listing/17910-Bulverde-Rd-San-Antonio-TX/8358434/

Total Cost of Expenses	\$30569.32
Payroll for 5 Employees for Month 1	\$10070.85

Total Expenses: \$40,639.85

To begin this business financially, I will be using some start-up capital from my family and a loan from the U.S. Small Business Administration. I will contact a verified lender to establish a base loan of \$75,000. This money will go to purchasing equipment, ingredients, infrastructure, and payroll. I will plan on paying off this loan with monthly contributions. I plan to have this loan paid off in 5 to 7 years.

-Performance-

The success of Jane's Bake Shop will be measured in monthly and yearly net profit statements, customer reviews, and customer satisfaction. We will know that we are successful if we are receiving positive reviews from our customers. As we profit from our business, we will be paying back the business loan. We will know we are successful, as we consistently sell the majority of our daily production, as we make monthly profits able to sustain our structure, and as we continue to increase in customers.

We will utilize online sites such as Yelp to receive customer feedback, and we will take customer suggestions and requests. We will use bookkeeping software, Quicken, to keep track of our expenses, sales, invoices, and rent. We will keep our books up to date and correct to ease the tax process and data analyzation.

To ensure that we are performing to the best of our ability we will also have weekly discussions on improvements we could make to the business to continue to grow our brand. We will also have conversations about new flavors and products, so we can add to our menu or take away an item that isn't being purchased. We will use the data from Yelp to improve our business practices and products.

-Commitment-

I will be working at Jane's Bake Shop Monday through Saturday to ensure that our mission is being met. Since this is a family owned and operated business, we will create a friendly and seamless business environment. We will interact with our customers and share Jane's story. My parents both have backgrounds in accounting, so we will utilize their skills in bookkeeping and record maintaining.

I will make sacrifices to insure the success of this business and so will my family. We are all very passionate about baking and helping others. We will make sure that Jane's Bake Shop is making a difference to individuals with food allergies and intolerances.

We will spend time in recipe development, creating new flavors and products. We will have weekly meetings to discuss what we could change to make the business run smoother. We will have monthly sales meetings to discuss our sales, profits, and losses.

When we encounter a rough patch, we will utilize extra funds from our U.S. Small Business Administration lender and increase our loan. We will also draw upon some personal funds.