



# SWEET LOAFS

ENLIGHTEN YOUR TASTEBUDS

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حلوة أرغفة

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By

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**S**weet Loafs, LLC is owned and operated by [REDACTED]. Organized as a sole proprietorship, Sweet Loafs, LLC is a local bakery that provides a variety of sweets from the Middle East, India, and South Asia. Located in the Stone Oak area, which caters to the Northside Islamic Center (Masjid) and other ethnic places of worship, Sweet Loafs, LLC will ensure that members of these communities have a bakery that caters to their unique tastes, as well as to the public who love baked goods with an ethnic flair. Sweet Loafs, LLC will strive to create each of its baked goods on a daily basis and offer option to customize each dessert to the customer's specifications. We will recreate many of the popular recipes from these regions, in order to provide the local area with a completely new flavor profile. A sampling of our menu can be found in Appendix A.

Sweet Loafs, LLC will require a Food Safety Certification, Bakery Site Inspection from Texas Department of Health, and Operational License, which gives my business permission to operate in the United States. Every employees will obtain a Food Handlers Permit and renew them yearly. This ensures that we will meet all of the requirements for health and safety.

It is the mission of Sweet Loafs, LLC to provide the community with job opportunities, especially to the refugees struggling to make ends meet. The Mosque I attend on Encino Commons, has allowed me to notice that many refugees in this area feel unconnected to the community and are very unhappy. In the last year, I have noticed that meals from their homeland and dancing to their traditional music creates the happiest community members. My business would not only be helping them with their financial needs but also the connection they miss due to the circumstances in their homeland. In order to counteract these issues, I plan to provide jobs and baked goods to our community.

Sweet Loaf, LLC is unique because we bring ethnic flair and tastes to an area of San Antonio that is missing this aspect. This venture will appeal to the population of the Stone Oak area, especially those who are looking for ethnic tastes and quality products.

### Target Market:

Sweet Loafs, LLC covers the cravings of foodies who love to travel to get a unique taste in their food. The consumers are to live in the inner city near most restaurants and food corners exactly where Sweet Loafs is located. Many of the sweet places in San Antonio mainly consist of ice cream or frozen yogurt. There is not a wide variety of snacks or sweets for people to try out and people would have to travel to nearby cities like Houston to taste something unique. With Sweet Loafs just around the corner from many restaurants, customers will not have to travel for their unique craving that is far from being satisfied.

San Antonio has a large population of people in the medical and military fields. Many military families have returned to the United States and now miss the sweets of the countries they visited. Sweet Loafs would offer military discounts to those serving our country and their family. As for the medical field, there are doctors that come and go from different parts of the world that are homesick and want the feel of being home again. Sweet Loafs would also provide a discount for those families so that they can have a sweet welcome.

### Marketing/ Sales Plan:

Sweet Loafs will mainly attract young adults who roam around in the inner city looking for something new. Sweet Loafs will spread with the help of social media like Instagram and a website, which will be created. In addition, the people at the mosque I currently attend have always hoped for a bakery with a variety of sweets. As of now, there is no international bakery in San Antonio. This will allow customers to leave feedback that people can review before coming in. The competition would be the ice cream and yogurt places in the area but Sweet Loafs is different because of the cultural and traditional hint that is given to the desserts.

In order to bring in the eastern authentic vibes through Sweet Loafs, the bakery will have a different theme for each month or every other month based on holidays brought to my attention. Minor things like music and decorations would be used along with specials for the holidays.

### Operations:

Sweet Loafs distributes its products from its local location from 10am-10pm. Every sweet will be made the day of. As customers make their orders, the item will be placed in a cardboard box or paper bag, which can be recycled easily. The ingredients are purchased from local markets or a grocery store until a contractor for food supplies is established. The product will be made with the recipes from the country itself. I know many people from India, Pakistan and Afghanistan I can easily communicate with when it comes to getting recipes and tricks for cooking. I have an uncle who owns a bakery himself in Pakistan who can do a quality check on the food made at Sweet Loafs.

Another service that will be provided would be customized sweets for events. The sweets would have to be picked up from the Sweet Loafs location the day of the event to insure freshness. These would also be delivered in large cardboard boxes with little dividers on the inside to avoid the mixing of different sweets.

Employees will be chosen based on their background of baking and previous jobs. An employee hired would be required to know the basics of baking and operating the baking equipment. A special twist to Sweet Loafs is that refugees from the Middle East that are currently struggling to make ends meet and miss their homeland, are welcome to work at Sweet Loafs with no background other than their ability to bake the sweets of their homeland.

## Financial Requirements:

In Order to start up Sweet Loafs a loan of \$15,000 will be needed. Around \$9,500 of that is for equipment needed in the kitchen. The labor cost would be under \$3,000 with a fix pay of \$1,000 for me and for the one employee with an average of 20 hours per week and a pay of \$8 an hour for a month would come out to \$640 with my \$1,000 would come out to \$1,640 a month for labor. The monthly pay for myself of \$1,000 would go directly to paying off the \$15,000 loan that was taken from the bank through the small business association grant. The loan would be payed off within 2 years of the business operating.

<b>Item</b>	<b>Cost</b>
Food handler Card Certificate	\$6.95
Operational License	\$50
Food Safety Certification	\$161
Bakery License	\$35
Oven	\$3,200
Dough Rising Bucket (3)	\$45
Racks/Baking Sheets	\$153
Mixers (2)	\$700
Work Tables (3)	\$312
Chiller	\$860
2 compartment sink	\$695
Reach in Freezer	\$2,200

Cash Register	\$148
Credit Card Reader	\$152
Oven Mitts (3)	\$5
Aprons (5)	\$10
Utensils (knives, mixing bowls, whisk)	\$400
<b>Total startup cost</b>	<b>\$9,132.95</b>

<b>Monthly Services</b>	<b>Cost</b>
Rent	\$2,500
Inventory	\$2,500
Utilities	\$1,500
Business Insurance	\$500
Labor	\$1,640
<b>Total</b>	<b>\$8,640</b>

**Performance:**

The performance will mainly be based upon profits and the number of returning customers. In order for Sweet Loafs to make any profit, the monthly revenue would have to be above \$9,640. As well as the bank loan of \$15,000 which has to be paid off before a personal profit is made.

When customers come in to place an order the employee at the register will be trained to ask if they have come in due to a suggestion or due to the location where they came in because it was near where they were and decided to try it.

### Commitment:

As I discovered my passion for baking, I started to bake for different causes and a way of spreading my love to others. Baking came naturally to me, assisted me to overcome obstacles in life, and a way to relax while doing something I enjoyed. As more and more people started asking for the next time I would be baking, I realized I had to take it to the next step.

Even as a student, I would be willing to put in hours after school and give my weekends to Sweet Loafs. A weekly schedule of the times I would personally go to Sweet Loafs and the time I would spend at home working on employee hours, and the financial lookouts needed for my business.

### Resources:

- <https://www.webstaurantstore.com/article/12/start-a-bakery-with-three-planning-essentials.html>
- <https://www.webstaurantstore.com/restaurant-equipment.html>

Appendix A

Name	Description	Picture
UMM ALI	From Egypt, this desert is made of phyllo, milk, cream, nuts, powdered sugar, and coconut flakes.	
NAMOURA	Namoura is Syrian cake and is made with semolina, simple syrup, rose water, and coconut.	
KUNAFEH	This cheesecake like desert comes from the former Ottoman Empire and is made from semolina dough, a thin noodle-like phyllo pastry, soft white Nabulsi cheese, and is soaked in simple syrup. This will be served with or without mangos.	
BAKLAVA	One of the most popular Middle Eastern dishes, Baklava is created with a sweet phyllo pastry, chopped nuts, and honey.	
AISH EL-SARAYA	This dessert is thought to be of Lebanese origin. It is made of sweetened bread, simple syrup, cream, and nuts.	

<p>Zainab</p>	<p>Fried dough with honey, powdered sugar, or sweet syrup.</p>	
<p>QATAYEF</p>	<p>Qatayef is of Fatimid origin, is a sweet dumpling filled with Akkawi (unsalted cheese), and is usually fried or baked. It is then drizzled with honey or simple syrup.</p>	
<p>FETEER</p>	<p>Feteer has been around since Ancient Egypt, it is baked in an earth oven and is served with cheese, sugar, molasses, honey, jam, custards, and meats.</p>	
<p>GHORAYEBA</p>	<p>Middle Eastern cookies similar to butter biscuits. These can be customized and filled with cream, custard, sweetened date pudding, or soaked in powdered sugar.</p>	