

Just Around the Corner: Le Choux Café

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Abstract

The purpose of this paper is to break down a business plan section-by-section to guide me in learning how to write a successful business plan. This specific business plan is about a bakery business, Le Choux Café, that I would like to open in the future. From marketing, to management, to finance, this paper goes through all of these topics. The marketing plan taught me the specific details that need to be considered from opening the bakery to keeping it alive for years to come. I didn't previously consider the management aspect of the bakery as in-depth as I should have and discovered many elements that are critical to sustaining Le Choux. I performed a basic sketch of the financial plan for the sake of the thesis, but I know that the numbers that need to be considered are more complex than what is provided. I have provided visual aid to show how I would market my bakery, such as business cards and pictures of baked goods that I have personally made.

Key Words: accounting, marketing, food marketing, bakery, business, food, business plan

Business Plan Summary

It all started when I bought too much cookie dough. Five years ago, I bought way too many tubs of cookie dough to count. They were just sitting in my freezer, taking up more space than necessary and I wanted my freezer space. I decided to get rid of them by baking all of them to increase space in my freezer. This ignited my passion for baking. After this incident, I discovered the fun in baking and decided to experiment more. All the messes in my kitchen stemmed from the cookie dough incident and ever since, it is my go-to hobby when I have nothing better to do. I have always been known for my baking and people still refer to me as a baker since I started experimenting with different baking forms. I brought many baked goods to my classmates and teachers in high school throughout the school year. It was also during this time that a teacher asked me whether I considered opening a bakery in the future. I had no previous intentions to open a bakery, but this ignited my interest in wanting to open one.

Over the years I have experimented with different recipes that I would like to offer at my bakery. A few of my favorites that I like to make are cupcakes and cheesecakes, as well as, specialty desserts. Specialty desserts are desserts that have a twist to them. Cupcakes such as matcha green tea flavored with red bean buttercream frosting is an example of a specialty dessert. For cupcakes, they are on the simpler side such as chocolate cupcakes with buttercream frosting. A drink menu will offer different coffees for customers to choose from. I am hoping to offer coffee that is high-quality and have baristas create latte art. This bakery café is mainly a sit-down café where people can enjoy sitting by themselves or catch up with friends. One service that I want to offer is the choice to book a room in the back for conferences, meetings, and a study room at a small charge. This is to provide people the option to get some work done if they don't want to sit at home or in their office.

I developed this idea to start a new business because of my past experiences. I have always loved to bake and share my creations with other people. I want to continue sharing what I make with others and build a small community within my bakery. As an accounting and marketing major, I think that my experiences have taught me certain ways to approach situations in an effective and efficient manner. I have learned to look at accounting on the operations side because of certain classes that I have taken. I think understanding how accounting works will help me understand the best way to allocate resources as well as understand what problems could potentially occur. In addition to accounting, marketing plays a major role in starting and maintaining a business. I have learned more than what most people think marketing is, which is usually advertising. There is more to marketing such as the different ways to market a product, the different ways a business can separate their target markets or understand how trends come to be. I also have experience in food marketing from two specific classes I have taken. These classes have taught me the different ways consumers and retailers think. The way they think has a reason and it is not as random as most people assume it to be.

The legal structure I want for this business is partnership because I do not believe that I have all the knowledge of opening a business. I also do not know everything about baking or coffee. I think that by working alongside another person, I can learn how to run my business successfully. With a partner, we can share what we know to build up all the parts of the bakery from basic foundations to more complex aspects that go into running a business. With more than one person attached to a business, there can be improvement made with different strategies considered. There will also be more flexibility in terms of splitting profits and losses because of the different ways agreed on from the partnership contract. It is all up to the partners to decide how to divide profits and losses, which can be split up equally in half or based on hours worked.

The reason I believe this business will be successful is because of the passion and determination I have for it. This has been what I wanted to do since my high school days. I think my passion and determination for baking will keep me constantly engaged into making sure the business has more redemptive qualities than errors occurred. This is a career goal I have been dreaming of for quite some time now, therefore I will do whatever is required for this to succeed. Starting a business is not the easiest task, especially with everything that needs to be done, but I believe that the end result will be the finishing touch.

B) MARKETING PLAN

1) Products or Services

I) Customer need or want that is being fulfilled:

- a. Customers want of a premium homemade dessert
- b. Customers may be looking for desserts for a special occasion such as parties or a reward for their child(ren)
- c. Customers need of looking for a place to study or have a video conference call
 - i. Customers can book a meeting room to finish their assigned task

II) Features and benefits of your products or services:

- a. Bakery (features): comfortable, home-like ambience
 - i. Couches and tables designed like a home living room
 - ii. Strong scent of coffee and desserts to pull people in
- b. Bakery (Benefits): build a small community within the community
 - i. Bring people together through similar experiences
 - ii. “Meet Someone New” Day – get to know someone in the community
 - iii. Want people to know that there will always be people supporting them
- c. Baked Goods (features): perceived as home-made desserts
 - i. Single-serving sizes (mini-size)
 - ii. Each dessert is unique because they are not made from molds
- d. Baked Goods (Benefits):
 - i. Help people satisfy their sweets craving with premier desserts
 - ii. Can be parents reward to their kids for good behavior
 - iii. Catering offered for special occasions

III) How will your product be made or how will your services be provided?

- a. Desserts will be baked in-house in the back kitchen
- b. Barista(s) will make coffee (made-to-order)
- c. Staff to serve customers (helps maintain organization in the bakery store-front)
- d. Conference rooms (booked and paid at the counter upfront)

IV) Who will supply the materials?

- a. Ingredients: Well-known suppliers (“Top 10 Vendors”).

- i. Examples of Potential Suppliers:

1. Archer Daniel Midlands
 2. Associated British Foods
 3. DuPont

- b. Equipment: Commercial Equipment

- i. Examples of Commercial Equipment Brands (“Top 10 Companies”).

1. ALI Group S.R.L. A Socio Unico
 2. Baker Perkins Ltd.
 3. Sinmag Equipment Corporation

- ii. Shared Kitchens are commercial food preparation facilities that are designed to provide up-and-coming food retailers with an opportunity to grow their businesses by providing them with kitchen space and access to professional equipment (“Shared Kitchens”).

V) What future products/services will you offer, and when?

- a. Partner with food delivery services (i.e. PostMates, DoorDash, UberEats) (Bhandari, 2018).

- i. Service should start when there is enough capital to implement this system
- b. Order directly from bakery website (“Advantages”).
 - i. Need to consider how to deliver to customers
 - ii. Can eliminate middleman costs associated with partnering food delivery service

2) Distribution

I) How will your products or services be distributed?

- a. Initial method of distribution: physical store located in Manhattan, NY
 - i. Will allow customers to physically book a conference room for use
- b. See V) a. above

3) Industry

I) What is happening in your industry?

- a. Bakery industry is growing – assuming company knows and follows trends
 - i. Depends on what the customers are looking for (i.e. gluten-free, organic) (“Baking,” “29 Bakery”).

II) What do you believe the future hold for this industry?

- a. Desserts without the guilt
 - i. Look good but not taste good; too much sugar
 - ii. Changing views – look amazing, taste delicious
 - iii. Use technology to help achieve this goal

4) Customers

I) Who are your customers – what does your customer profile look like?

- a. Business professionals with minimum salary of \$50,000

i. Middle to upper class

1. NYC middle class salary is \$85,075

b. College students with discretionary income

c. Working class

II) How many customers will your business have?

a. Population of Manhattan, New York in 2019: 1,630,000 people (“Manhattan”).

i. 1% of population = 16,300 people

ii. 2% of population = 32,600 people

III) What information do you have that supports your decisions about your customers?

a. Since this is a small bakery, I think that 1% to 2% of the whole population in New York, NY is a good estimate.

b. Rent for retail space in Midtown is \$7500, so a year’s rent would be \$90,000

c. City-Data statistics (“Manhattan”).

IV) What is the growth potential for this business? What is your plan for growth?

a. Based on my income statements for the first four years, I will be operating at a deficit the first year followed by profits in the next three years. Based on the income statements, Le Choux is growing rapidly, and I hope to open more locations throughout the nation and eventually internationally. See **Exhibit 1** for Income Statements.

V) What information do you have that supports your decisions about growth?

a. The baking industry has been growing steadily in the past few years with trends suggesting that there will be more growth in the coming years (“State”).

5) Competition

I) Who are your main competitors?

- a. Baked by Melissa
- b. Dominique Ansel Bakery
- c. Coffee Rx
- d. Third Rail Coffee
- e. Corporation Chains (i.e. Starbucks, Dunkin)

II) What are their strengths and weaknesses?

- a. Dominique Ansel Bakery
 - i. Strengths: focused on dessert aspect, partnerships with different brands, strong brand recognition
 - ii. Weaknesses: seen as a tourist stop, high costs to maintain operations, simplicity of recipes (allowing easy imitation)
- b. Baked by Melissa
 - i. Strengths: brand recognition for mini cupcakes, unique flavors of cupcakes, strong online presence
 - ii. Weaknesses: small space available to customers, prices are relatively high for product received, physical stores only sell cupcakes
- c. Third Rail Coffee
 - i. Strengths: has an online store for purchasing merchandise, value employees, high quality ingredients
 - ii. Weaknesses: simplicity of coffee options, weak brand awareness and recognition, low activity on social media

- d. Coffee Rx
 - i. Strengths: high quality ingredients, value customer relationships, community atmosphere for work, relaxation, or rejuvenation
 - ii. Weaknesses: low brand recognition, no social media presence, simplicity of coffee options
- e. Corporate Chains (Starbucks, Dunkin, etc)
 - i. Strengths: strong brand name, good supply chain management, brand loyalty among customers, variety of drink options,
 - ii. Weaknesses: franchise management system, high employee turnover, high prices, simplicity of coffee options, lack of niche appeal, saturation

6) Position

I) What will your market position be?

- a. Differentiation strategy
 - i. I am using this strategy because I am aiming to create unique desserts that are not normally found in retail bakeries. Examples include apple rose tarts and fancy cupcakes

II) What is your competitive advantage – why will customers buy from you instead of the competition?

- a. Employee training – provide the best experience for the customer
- b. High-quality ingredients used – to create the best combination of flavors while maintaining quality of the end product

7) Image and Packaging

I) What will the image of your business be?

- a. Homemade desserts without the hassle of making them yourself

II) What will your packaging look like? (attach samples)

- a. Simple packaging made from recyclable or biodegradable material (to decrease environmental impact) **See Exhibit 2.**

III) What do your business cards and promotional material look like (attach samples)

- a. **See Exhibit 3.**

IV) Where will your business be located, and why did you choose this location? Include a sketch of your floor plan.

- a. I want my business to be located in New York City because this is where I am from. I want my roots to essentially be in the city where I grew up in. I also think that New York City hits both of the target that I am aiming to sell my products to. **See Exhibit 4.**

8) Pricing

I) How did you determine your pricing strategy?

- a. Value-based pricing
 - i. The treats offered at Le Choux are not ones that can be easily found at any other bakery. The goal is for people to be able to enjoy homemade desserts, which are not expensive when created at home, as well as not having to go through the trouble and mess of baking homemade desserts.

II) How do your prices compare to the competition?

- b. Competition prices are relatively high as well as having created a name for themselves. Le Choux's prices are not as high as competition because of the perceived value of homemade sweets, in addition to, not being able to find the

same exact desserts if one were to walk into another bakery (Chandrasekhar, 2015).

9) Marketing Goals

- I) What is your dream-where do you see your business in the next 2 to 5 years?
 - a. I want to be able to open a second location within 5 years. Within 10 years, I hope to open a location abroad in Asia. This means that I need to research to understand market needs as well as discover trends before they become trends. I will build a strong social media presence to help get my bakery name out there.

10) Marketing Strategy

- I) What is your promotional plan?
 - a. How to open bakery: Block parties, neighborhood associations, Promote on social media (e.g., Facebook and Instagram), Use Website to spread awareness, Spread information by word-of-mouth, Work with other social media accounts that are already well-known in the area
 - b. Sustainability: Use cellophane instead of plastic, To-go orders will be packaged with environmentally-friendly materials (e.g., paper cups, cardboard treat boxes), biodegradable utensils for to-go orders, to-go bags that are designed to naturally wrap around the product rather than use non-disposable plastic bags, Use paper bags rather than plastic bags, Connect with the younger generation to promote the sustainable options offered (Menta & Singh, 2016).
 - c. Marketing: Promote large one-time events on Facebook, Update Instagram page consistently, Interact with customers so they can spread awareness by word-of-mouth such as requesting customer testimonials, Partner with different

businesses to raise awareness of bakery to draw in customers other than walk-ins (cater to corporate firms), guest pastry chef – traveling pastry chef from trade shows or events (ask people to be guests), hire an ambassador that will be in charge of forming a relationship with the customers and Le Choux (Olsen, VanCora, & Chan, 2016).

C) Management Description

My partner and I will handle the functions of the business, which include administrative tasks and day-to-day operations. The administrative tasks include finance, marketing and management. There are activities that need to be performed in order for the business to remain successful. This includes making the baked goods fresh every day, fresh coffee that is brewed in store, and making sure that customers are content with their purchase. My partner's duties will be to oversee the business when I am not available, as well as, working with the other employees. I will be working with the financial and the marketing aspect of the business. I have an undergraduate bachelor's degree in accounting and food marketing, which I think will allow me to work compatibly with this part of the bakery. I will also consider my partner's opinion so that we both have equal standing on maintaining the bakery. The qualifications my partner needs to have are good interpersonal skills. Good interpersonal skills are defined as having the ability to communicate efficiently and effectively with fellow employees and building relationships with customers. Operational decisions will be managed jointly because operational decisions require brainstorming and communication. To sustain the business, I will need three to four employees, not including my partner and I. These employees will be responsible for creating the desserts to sell, brewing the coffee requested by customers, and accepting payments from customers. Our

employees will be hired and trained by both of us because I want our employees to fit the image of our ideal candidate for each of the positions. We will both supervise the employees, but the majority of the supervising will be performed by my partner.

My business cost for the first two years will be \$609,946.83. My owner draw for the first two years will be zero. The reason for this is because I am lending money to Le Choux Café, therefore the profits made will be used to repay the loan first rather than sharing a portion of the profits. My employee salaries for the first two years will be the same each month, a total of \$8,960 per month. **See Other Attachments** for the breakdown of employee salaries. My lawyer, accountant, insurance agent, and other advisory team members will be people that my partner and I have built connections within the corporate setting. I will manage my record keeping, finances, and inventory with QuickBooks Online. The licenses I will need for opening a bakery include a Food Processing Establishment License, a Food Service Establishment Permit, a Grease Inceptor Information, Food Safety and Inspection Regulations, a Food Protection Certificate, and the Occupational Health and Safety Administration (OSHA) Certification. See **Exhibit 5** for examples of the licenses, permits, and certifications needed. I will have to pay a sales tax of 8.875 percent to New York City. Allstate Insurance has a Bakery Insurance Coverage plan, which is the plan I tend to invest in. See **Exhibit 6** to see what this plan includes. The types of payments I will accept are cash and credit cards. I will also accept mobile payment methods such as Apple Pay, Google Pay, and Samsung Pay, for example.

As part of my contingency plan for myself, if I become sick or injured, or in the event of a family or personal emergency that may take me away from the business, my partner will take care of Le Choux Café in my absence. This should not cost me anything extra because part of my partner's responsibilities includes running the bakery when I am not around. There will not be an

event where my car breaks down because I will be taking public transportation in New York City. If my day-care provider can't take care of my kid(s) today or if my kid(s) are too sick to go to school, I will stay at home to take care of them, leaving my partner in charge of running Le Choux. As part of the contingency plans I have made for Le Choux, if sales are not what I expected, I will think of ways to market the products that are being offered more effectively. To increase sales, I will think of ways to increase the traffic that is brought to my storefront. If costs are higher than expected, I will look for where the problem arises and decrease the cost from that point. The most likely reason for costs increasing would be due to the costs of ingredients that are used for making the products. To decrease these costs, I will look for alternative suppliers for ingredients that are just as high quality. Decisions that involve increasing cash flow or continuing to stabilize profits will be discussed with my partner, while considering all the stakeholders that could potentially be affected. If a competitor lowers their prices on products, I will not follow and lower the prices of my products. Le Choux products are unique to Le Choux and they can't be compared to products of another bakery.

D) Financial Plan

I) Include a month-by-month cash flow projection for at least the first two full years.

Include written assumptions (explanations) supporting your projections.

a. Written assumptions:

- 1) It is assumed that Le Choux's profits grow at a constant rate of 8 percent a month for the first year. Le Choux's profits grow at a constant rate of percent a month for the second year. See **Exhibit 7** for cash flow projections.

II) Include at least two years of financial statements for existing businesses. (If not in business two years, include what is available). Include, if possible, balance sheets and profit and loss statements.

a. This is not applicable since I have never owned a business

III) Include your personal financial data: Personal Financial Statement (Assets, Liabilities and Net Worth) and a monthly income and expense statement (your personal financial plan).

a. Available upon request

Summary

Through writing this sample business plan, I have learned much about the precision and details that need to be considered in order to establish a sustainable business. I have not opened this business yet so all I can do is plan for the unexpected and think about beneficial results. Through the research I have conducted, there are elements that I have not considered such as the legal structure of Le Choux or having the option to apply to use shared kitchens. This thesis has helped me grow in terms of conceptualizing my future bakery, bringing me one step closer to achieving my dream.

Exhibit 1.

Income Statement	
For Year Ended Dec 31, 2020	
Revenue:	
Sales	\$ 206,363.46
Expenditures:	
Cost of Goods Sold	\$ 26,874.00
Administrative Expenses	\$ 125,592.00
Rent Expense	\$ 90,000.00
Other Expenses	\$ 8,926.37
Net Income	\$ (45,028.90)

Income Statement	
For the year ended Dec 21, 2021	
Revenue:	
Sales	\$ 356,867.32
Expenditures:	
Operating Expenses	\$ 26,874.00
Administrative Expenses	\$ 125,592.00
Rent Expense	\$ 92,400.00
Other Expenses	\$ 19,612.14
Net Income	\$ 92,389.18

Income Statement	
For the Year ended Dec 31, 2022	
Revenue:	
Sales	\$ 617,135.81
Expenditures:	
Operating Expenses	\$ 26,874.00
Administrative Expenses	\$ 125,592.00
Rent Expense	\$ 92,400.00
Other Expenses	\$ 54,770.80
Net Income	\$ 317,499.01

Income Statement	
For the Year ended Dec 31, 2023	
Revenue:	
Sales	\$ 1,067,221.87
Expenditures:	
Operating Expenses	\$ 26,874.00
Administrative Expenses	\$ 125,592.00
Rent Expense	\$ 92,400.00
Other Expenses	\$ 94,715.94
Net Income	\$ 727,639.93

Exhibit 2.



Deconstructed
Treat Box

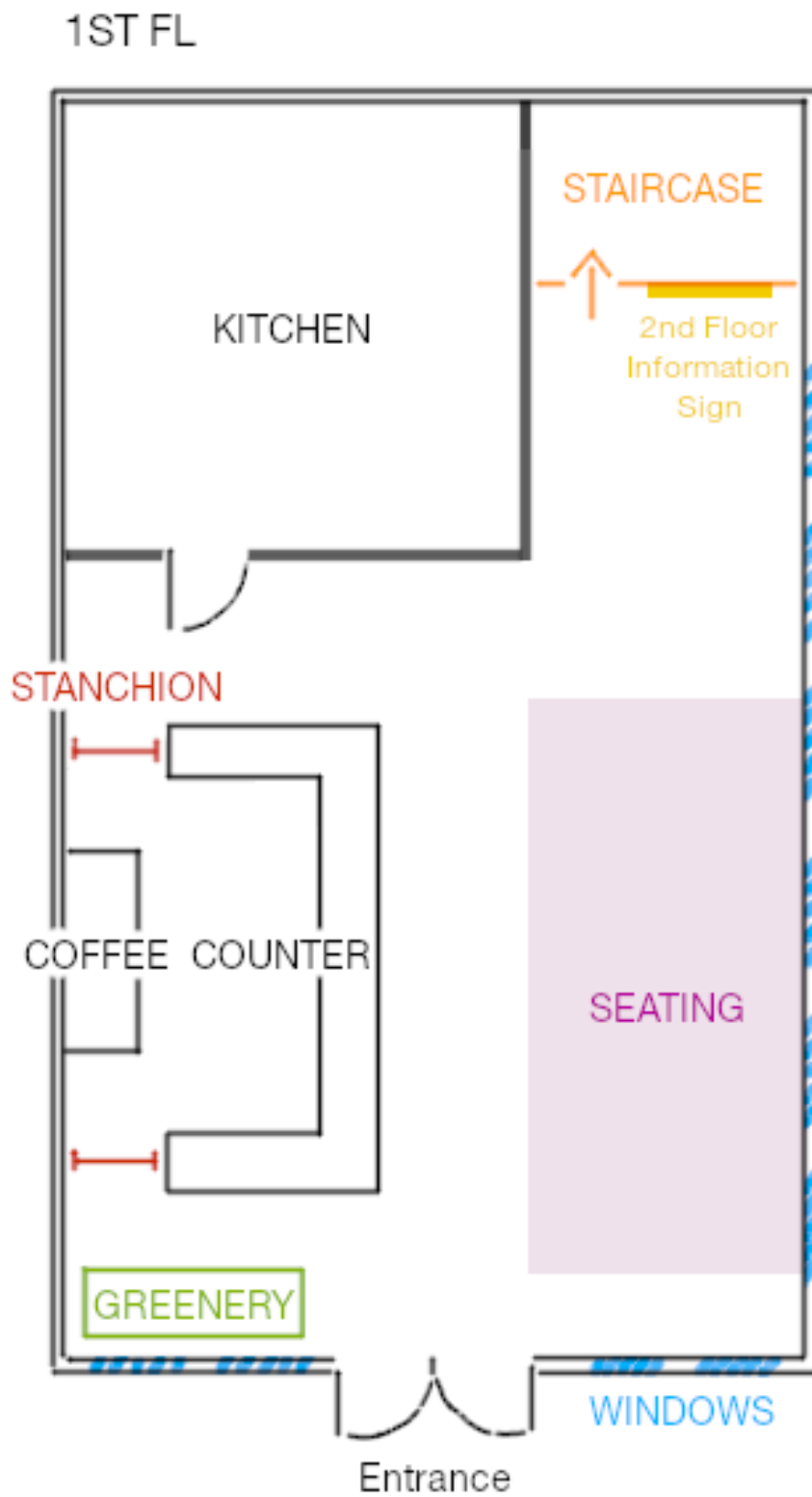


Cookie Treat Bag

Exhibit 3.



Exhibit 4.



2ND FL

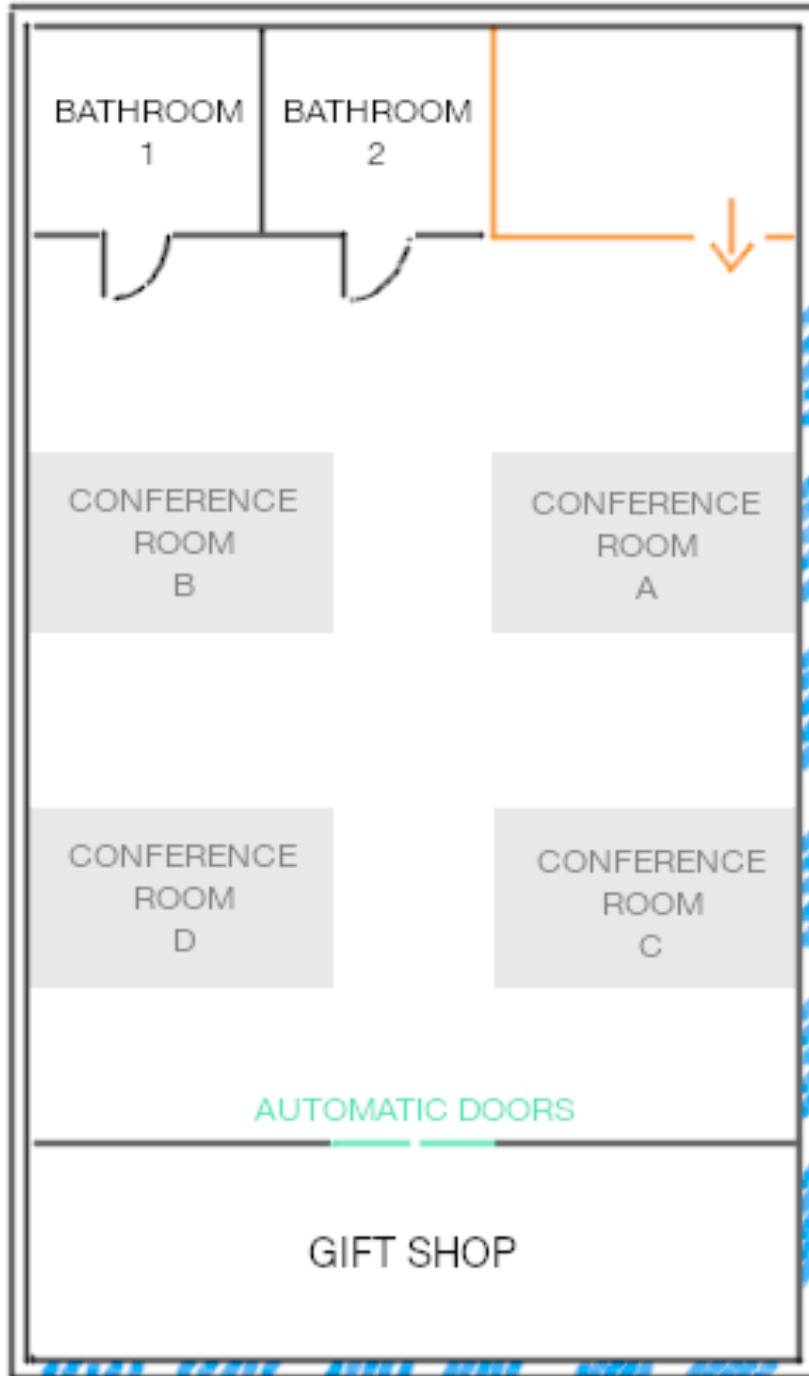


Exhibit 5.

Food Processing Establishment License

APPLICATION FOR FOOD PROCESSING ESTABLISHMENT LICENSE

FSI-303 (5/11)

Please mail **Application & Payment** payable to:
 NYS DEPARTMENT OF AGRICULTURE AND MARKETS
 FSI-LICENSING UNIT
 10B AIRLINE DRIVE
 ALBANY, NY 12235

ARTICLE 20-C LICENSE FEE \$400.00

<i>(Office Use Only)</i>									
County Code - Est. No:									
Entity No. _____									
Receipt No. _____									
Certificate No. _____									

Section (1) enter and explain any changes in names or facility addresses.

Section (10) requires an original signature of owner or corporate officer.

APPLICATION MUST BE FULLY COMPLETED

Completion and submission of this form does not constitute authorization to open a food processing establishment.

(1) Individual Owner Name, Partnership (name all partners) or Full Name of the Corporation			County	
Trade Name			Business Telephone Number ()	
Street		City	State	Zip
(2) Federal ID Number OR		Social Security Number		
(3) Optional Mailing Address:				
Street:		City:	State:	Zip:

(4) IF APPLICANT IS AN INDIVIDUAL OR PARTNERSHIP or LLP, THE FOLLOWING MUST BE COMPLETED:

Full Name of Owner or Name of each Partner	Residence – Home Address (Street & No., City, State, Zip)	Date of Birth

(5) IF APPLICANT IS A CORPORATION or LLC THE FOLLOWING MUST BE COMPLETED

Full Name of Officers	Residence – Home Address (Street & No., City, State, Zip)	Date Took Office	Date of Birth
President			
Vice Pres.			
Secretary			
Treasurer			
Directors (attach list if necessary)			

(5a.) Principal Office Address: _____
(5b.) In what state incorporated? _____ (5c.) Date of Incorporation _____
(5d.) For foreign or out-of-state corporations: Date of filing in New York State? _____ Name and address of New York State resident upon whom service of process may be made? _____

(PLEASE COMPLETE REVERSE SIDE)

Food Protection Certificate Example



OSHA License Example



Exhibit 6.

Property Insurance

PROPERTY	LIABILITY	AUTO
<p>PROPERTY RISKS</p> <hr/> <p>A FIRE DESTROYS YOUR PROPERTY</p> <p>There is a fire and your building(s) and or business property is destroyed.</p>	<p>ALLSTATE COVERAGE</p> <hr/> <p>✔ Building/Personal Property</p> <p>This provides coverage for your building and/or your business personal property up to the limits you select.</p> <p>Coverage is available on a replacement cost basis up to policy limits.</p>	
<p>YOU CAN'T OPEN YOUR SHOP</p> <p>A fire destroys the roof of your business and you cannot operate your business until repairs are made.</p>	<p>✔ Business Income & Extra Expense</p> <p>This provides for loss of income and fixed expenses while the business is closed due to a covered loss. Extra Expense can help set up the insured at a temporary location during repairs.</p> <p>This provides your business with up to 12 months of coverage.</p>	
<p>YOU LOSE POWER AT YOUR BAKERY</p> <p>The utility company transformer blows and you lose power to your business.</p>	<p>✔ Spoilage Coverage*</p> <p>This provides coverage for your perishable items due to a power outage.</p> <p>This provides coverage for your perishable inventory due to a power loss at a limit you select.</p>	

LOSS OF CASH DUE TO THEFT, ROBBERY OR DESTRUCTION

You handle a significant amount of cash in your business and a robbery could impact your income greatly.

Money & Securities

This covers you against the loss of money or securities due to theft, disappearance or destruction. This is normally an optional coverage, but this coverage is included with Allstate business insurance for Bakeries.

Coverage on-premise and off-premise in the event a theft occurs is included with Allstate business insurance for Bakeries.

EMPLOYEE DISHONESTY

You receive checks, credit card payments and sometimes cash for work that you do. In reviewing the receipts for the week, you notice that the deposits were light.

Employee Dishonesty

This coverage responds when an employee steals money or property from your business. This is normally an optional coverage, but this coverage is included with Allstate business insurance for Bakeries.

Depending on your needs and the amount of contents or money on hand, you may want to have higher limits.

CONTAMINATED FOOD

Your bakery is shut down by the department of health due to food contamination.

Food Contamination

This coverage provides for your expenses to clean equipment and replace food that is contaminated, and reimburses you for lost Business Income and other expenses as a result of a health department shut-down.

REFRIGERATOR BREAKDOWN

Your refrigeration breaks down and you lose your entire inventory due to spoilage.

Equipment Breakdown

This covers loss caused by the sudden breakdown of machinery or other equipment.

Liability Insurance

PROPERTY	LIABILITY	AUTO
<p>LIABILITY RISKS</p> <hr/> <p>INJURY LAWSUIT</p> <p>You are sued because somebody visiting your store slipped on your mopped floor and injured themselves.</p>	<p>ALLSTATE COVERAGE</p> <hr/> <ul style="list-style-type: none"> ✔ General Liability Protection <p>Allstate business insurance for Bakeries helps protect you from lawsuits due to a customer injury.</p> <p>Your coverage is based on a per-loss limit and an annual limit.</p> 	

Auto Insurance

PROPERTY	LIABILITY	AUTO
<p>AUTO RISKS</p> <hr/> <p>AN EMPLOYEE CAUSES AN ACCIDENT</p> <p>While performing work for you, your employee gets into an accident and causes injury and damage, you could be liable.</p>	<p>ALLSTATE COVERAGE</p> <hr/> <ul style="list-style-type: none"> ✔ Liability Protection <p>This coverage insures against injury to others and damage to other vehicles, even if it's due to your employee's negligence.</p> <p>This coverage insures against injury to others and damage to other vehicles, even if it's due to your employee's negligence.</p> 	

VEHICLE DAMAGE

Damage to your vehicle, whether your driver was at fault or not, can be very costly to fix.

 **Collision Coverage**

This protection pays to repair damage, or even replace your vehicle if it is a total loss.

You can relax in knowing that we'll cover repairs or a replacement, subject to your deductibles.

HAIL STORM VEHICLE DAMAGE

Hail can do real and costly damage to your vehicle, such as large dents and broken glass.

 **Comprehensive Solution**

This protection pays to repair storm hail damage to your business vehicle.

You'll have peace of mind in knowing you're covered for hail damage repairs, subject to your deductibles.

YOU ARE INJURED BY AN UNINSURED DRIVER

If you're in a vehicle collision with an uninsured driver and sustain serious injury, your livelihood could be at risk.

 **Uninsured Motorist Coverage**

With this coverage, you may be protected for injuries in an accident that is caused by a driver with no insurance.

With this coverage, you may be protected for injuries in an accident that is caused by a driver with no insurance.

OWE MONEY ON DAMAGED VEHICLE

If you still owe money on a loan or lease, you could be liable for the cost of replacing the vehicle.

 **Lease and Loan Gap Coverage**

While most carriers will provide this coverage, many restrict it by vehicle type and charge a premium. You can relax because this coverage comes standard in your Allstate Business Auto policy.

Exhibit 7.

Start Business: Jan 1	Jan	Feb	Mar	Apr	May	
Beginning Balance	\$ -	\$ 26,872.30	\$ 11,949.29	\$ (17,956.77)	\$ (32,149.83)	
Cash Receipts:						
Cash from operations	\$ 5,300.00	\$ 5,724.00	\$ 6,181.92	\$ 6,676.47	\$ 7,210.59	
Cash from Rent	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	
Cash from Catering	\$ 1,325.00	\$ 1,431.00	\$ 1,545.48	\$ 1,669.12	\$ 1,802.65	
Cash Disbursements:						
Capital Expenditures	\$ 27,644.33	\$ -	\$ 15,400.33	\$ -	\$ -	
Ingredients	\$ 2,347.00	\$ 2,173.00	\$ 2,173.00	\$ 2,311.00	\$ 2,173.00	
Salaries	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	
Payroll Tax	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	
Sales Tax (8.875%)	\$ 470.38	\$ 508.01	\$ 548.65	\$ 592.54	\$ 639.94	
Rent	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	
Net Cash (increase or decrease)	\$ (43,127.71)	\$ 11,949.29	\$ (17,956.77)	\$ (32,149.83)	\$ (45,718.18)	
Add:						
Capital Stock Issues (Angel Investors)	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	
Investment	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 20,000.00	
Loans	\$ 35,000.00	\$ -	\$ -	\$ -	\$ -	
Ending Balance:	\$ 26,872.30	\$ 11,949.29	\$ (17,956.77)	\$ (32,149.83)	\$ (25,718.18)	
Investment	\$ -	\$ 25,000.00	\$ -	\$ -	\$ -	
Loans	\$ -	\$ 50,000.00	\$ -	\$ -	\$ 10,000.00	
Ending Balance:	\$ 90,328.68	\$ 157,642.48	\$ 150,715.44	\$ 140,660.12	\$ 145,390.80	
Jun	Jul	Aug	Sep	Oct	Nov	Dec
\$ (25,718.18)	\$ (34,633.20)	\$ (47,108.20)	\$ (74,370.40)	\$ (85,570.10)	\$ (56,192.66)	\$ (57,042.86)
\$ 7,787.44	\$ 8,410.43	\$ 9,083.27	\$ 9,809.93	\$ 10,594.72	\$ 11,442.30	\$ 12,357.69
\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00	\$ 6,720.00
\$ 1,946.86	\$ 2,102.61	\$ 2,270.82	\$ 2,452.48	\$ 2,648.68	\$ 2,860.58	\$ 3,089.42
\$ 25,698.33	\$ -	\$ 15,400.33	\$ -	\$ -	\$ 6,138.00	\$ -
\$ 2,347.00	\$ 2,173.00	\$ 2,173.00	\$ 2,173.00	\$ 2,311.00	\$ 2,173.00	\$ 2,347.00
\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00	\$ 8,960.00
\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00	\$ 1,506.00
\$ 691.14	\$ 746.43	\$ 806.14	\$ 870.63	\$ 940.28	\$ 1,015.50	\$ 1,096.74
\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00
\$ (64,633.20)	\$ (47,108.20)	\$ (74,370.40)	\$ (85,570.10)	\$ (96,192.66)	\$ (72,042.86)	\$ (66,094.92)
\$ 30,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -
\$ -	\$ -	\$ -	\$ -	\$ 40,000.00	\$ -	\$ -
\$ (34,633.20)	\$ (47,108.20)	\$ (74,370.40)	\$ (85,570.10)	\$ (56,192.66)	\$ (57,042.86)	\$ (51,094.92)
\$ 8,000.00	\$ 3,000.00	\$ -	\$ -	\$ 32,000.00	\$ 7,000.00	\$ -
\$ 178,851.66	\$ 228,444.95	\$ 226,054.19	\$ 239,740.31	\$ 271,429.94	\$ 309,467.57	\$ 321,613.80

Other Attachments

Employee Salary Breakdown

Salary Breakdown:	Hourly Wage	Hours Per Day	Days Per Week	Weeks Per Month	Total Wage
Pastry Chef	\$ 23.00	8	5	4	\$ 3,680.00
Barista	\$ 18.00	8	5	4	\$ 2,880.00
Cashier	\$ 15.00	8	5	4	\$ 2,400.00
					\$ 8,960.00

Ingredient Cost Breakdown

Ingredient Cost Breakdown				
Ingredients:	Commercial Price	Just Price	Qty per month	Total Price
Flour	\$10 for 50 pounds	\$ 10.00	2	\$ 20.00
Sugar	\$16 for 25 pounds	\$ 16.00	4	\$ 64.00
Baking Powder (1 order every 3 months)	\$15 for 5 pounds	\$ 15.00	4	\$ 60.00
Baking Soda (1 order every 3 months)	\$1 for 1 pound	\$ 1.00	4	\$ 4.00
Matcha Powder	\$193 for 1 pound	\$ 193.00	5	\$ 965.00
Butter	\$3.5 for 1 pound	\$ 3.50	100	\$ 350.00
Salt (1 order every 6 months)	\$18 for 25 pounds	\$ 18.00	2	\$ 36.00
Eggs	\$20 for 15 dozen	\$ 20.00	2	\$ 40.00
Milk	\$35 for 40 gallons	\$ 35.00	4	\$ 140.00
Cocoa Powder	\$105 for 25 pounds	\$ 105.00	2	\$ 210.00
Vegetable Oil	\$21 for 17.5 pounds	\$ 21.00	4	\$ 84.00
Coffee Beans	\$150 for 5 gallons	\$ 150.00	2	\$ 300.00

Equipment Cost Breakdown

Equipment Cost Breakdown			
Equipment Needed:	Price	Qty Needed	Total Price
Commercial Refrigerator	\$ 1,700.00	2	\$ 3,400.00
Commercial Oven	\$ 1,470.00	5	\$ 7,350.00
Refrigerated Display	\$ 855.00	4	\$ 3,420.00
Commercial Mixer	\$ 655.00	3	\$ 1,965.00
Commercial Stove	\$ 2,250.00	2	\$ 4,500.00
Sheet Pans (per pan)	\$ 5.00	30	\$ 150.00
Baking Trays (per tray)	\$ 6.00	30	\$ 180.00
Cooling Racks (per rack)	\$ 3.00	30	\$ 90.00
Carts	\$ 476.00	3	\$ 1,428.00
Sheet Pan Rack	\$ 77.00	2	\$ 154.00
Coffee Machines	\$ 1,685.00	2	\$ 3,370.00
Coffee Bean Grinder	\$ 920.00	3	\$ 2,760.00
			\$ 28,767.00

Furniture Cost Breakdown

Furniture Cost Breakdown			
Furniture Needed:	Price	Qty Needed	Total Price
Office desks	\$ 649.00	4	\$ 2,596.00
Office Chairs	\$ 319.00	28	\$ 8,932.00
TV (5)	\$ 480.00	5	\$ 2,400.00
Counter	\$ 330.00	2	\$ 660.00
Table and Chair Set	\$ 180.00	5	\$ 900.00
			\$ 15,488.00

Dishware and Cutlery Breakdown

Dishware and Cutlery Breakdown			
Other Needed:	Price	Qty Needed	Total Price
Cups	\$ 120.00	7	\$ 840.00
Plates	\$ 40.00	13	\$ 520.00
forks	\$ 9.00	25	\$ 225.00
spoons	\$ 3.00	25	\$ 75.00
knives	\$ 22.00	13	\$ 286.00
Coffee Cups	\$ 37.00	2	\$ 74.00

Dessert Cost Breakdown

Cost Breakdown									
Desserts offered:	Price/dessert	Price for 100 units	Price to make 100 units	Unit cost		Cost to make 120 units	Minimum Cost to Charge		
chocolate cupcakes	\$4	\$400	\$	50.00	\$	60.00	\$ 0.60		
green tea cupcakes	\$5	\$500	\$	120.00	\$	144.00	\$ 1.44		
apple rose tarts	\$5	\$500	\$	200.00	\$	240.00	\$ 2.40		
stained glass cookies (half dozen)	\$15	\$1,500	\$	150.00	\$	180.00	\$ 1.80		
Tiramisu	\$4	\$400	\$	180.00	\$	216.00	\$ 2.16		
Seasonal Cupcakes	\$5	\$500	\$	200.00	\$	240.00	\$ 2.40		
Cookies N' Cream Cheesecakes	\$5	\$500	\$	175.00	\$	210.00	\$ 2.10		
Chocolate Chip Cookies (half dozen)	\$6	\$600	\$	60.00	\$	72.00	\$ 0.72		
Coffee (12 oz)	\$5	\$500	\$	250.00	\$	300.00	\$ 3.00		
		\$5,400	\$	1,385.00	\$				

15 % spoilage means need to make 120 units

Baked Goods



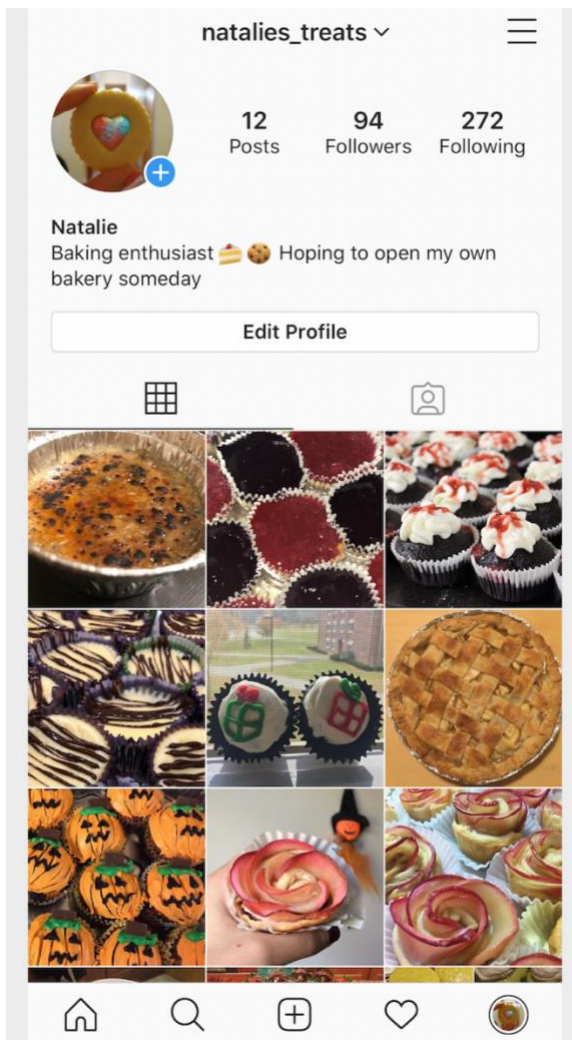
Apple Rose Tarts



Apple Rose Pie



Chocolate Cupcakes with Buttercream Frosting and a Strawberry Drizzle



My Baking Instagram Page

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