

# SAMPLE MARKETING PLAN for Your Cake Business *Clara Bakes Ltd*

*(Add your logo here)*

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## EXECUTIVE SUMMARY:

Clara Bakes Ltd is a home based cake shop located in the Lekki axis. The plan of Clara Bakes is to attain and maintain the interest of its customers with the broad variety of its homemade cakes, pastries and other products.

Its products will be at a competitive price and offer quality products.

## MARKET SUMMARY:

For the past 10 years, the development in Lekki has grown tremendously with the establishment of new housing estates, schools and offices.

Families are now moving towards Lekki which will help Clara Bakes to attract more customers. Currently the area is served with some few cake shops but none of those restaurants carry the menu items found at Clara Bakes.

## TARGET MARKET:

Clara Bakes will serve all its customers lower, middle and upper income by providing its products with affordable prices and by rendering services that will put a smile on the faces of its customers.

It will make no discrimination between its customers

## MARKET DEMOGRAPHICS:

### Geographic:

Clara Bakes will focus in Lekki Phase 1, Ikota, Victoria Island. Some cake shops are already established around that axis but they are not providing most of the products which Clara Bakes will be providing. '

### Demographics:

Clara Bakes will strongly focus on the priorities of children, young people and engaged couples.

## MARKET NEEDS:

Wants to eat more healthy;

Wants its products to be homemade

Wants to be able to order with less than 24 hour notice

Free delivery

variety and flavor in its cakes

speed of service

## MARKET TREND:

The market trend has changed from simple cakes to more designed cakes such as character cakes , red velvet cakes and other healthy cake options, tasty pastries which will be provided by Clara Bakes.



## SWOT ANALYSIS:

STRENGTHS: 1. my baking skills. 2. very good at baking character cakes. 3. Competitive price and new marketing strategies.

WEAKNESSES: 1. new in the market. 2. New setup. 3. one man business

OPPORTUNITIES: 1. New bakery products in the area. 2. High quality home made products with reasonable prices..

THREATS: 1. Low prices of competitors. 2. Experience of competitors in the market. 3. supermarket also sells cakes

## COMPETITION:

All the bakeries and cafes in the area are in competition with Clara Bakes.

## VARIOUS MENU ITEMS:

- pastry/deserts
- Designed cakes for celebrations
- Cup cakes
- Wedding cakes
- Cookies.

Apart from offering this menu, our cake shop shall also provide some services such as... 1. Free home delivery of orders. 2. Discount on large purchases 3. free wedding cake consultations

## KEY SUCCESS FACTORS:

- Providing high quality homemade cakes and pastries with customer service.
- Competitive pricing.
- Ongoing baking training

## CRITICAL ISSUES:

For excellence and success Clara Bakes needs to:

1. Monitor cash flow statement.
2. Establish its reputation.
3. Continuously update its products and capabilities.

## MARKETING STRATEGY:

### MISSION:

Clara Bakes aims to offer high quality homemade bakery products at a competitive price to meet the demand of middle to high income customers.

### MARKETING OBJECTIVES:

1. To be leading a reputable cake shop. 2. To provide good quality homemade products. 3. To be competitive in the market. 4. To offer jobs.

### FINANCIAL OBJECTIVES:

1. To generate minimum of 40% revenue.

## TARGET MARKETS:

The main focus will be the consumers in the Lekki and Victoria Island axis.

## POSITIONING:

Clara Bakes position itself as a competent, innovative and customer oriented.

## OUR STRATEGIES:

- We have a good variety of products. In order to get long term relationship with our customers we can also offer discount on the large purchase orders and for first time customers.
- Free delivery of orders to customers home.



## MARKETING MIX:

### PRICING:

Clara Bakes will offer superior quality homemade products at affordable prices.

### DISTRIBUTION:

The distribution will also be through free home delivery if the customers are willing to have their desired products at their door step.

### PROMOTION:

Creative designed banners at different spots in Lekki;  
Guest posts on blogs  
Word of mouth.

# SERVICES

- ▶ Clara Bakes will not just focus on products that it offers but also the bakery environment because customers ( especially families) seek for tasty, quality homemade, healthy cakes.
- ▶ offering great taste, healthy and home made products. Responsiveness and respect will be the key relationship driver with its customers with a focus of developing good relationship with customers.

PRODUCTS/SERVICES

CUSTOMER/CLIENTS:

## MARKETING RESEARCH:

Clara Bakes will continuously do research of market to be up-to-date of customer preferences and will get feedback from their customers.

## FINANCIALS:

### DREAM BAKERS FORECASTED INCOME STATEMENT FOR THE YEAR ENDED ON 31-DEC-2015

Net sales for the year –

Cost of sales –

Gross profit –

## OPERATIONAL EXPENSES:

Building rent –

Asset depreciation –

Office salaries –

Wages –

Insurance –

Other overheads –

Advertising –

Selling expenses –

OPERATING INCOME –

# CLARA BAKES BALANCE SHEET FOR THE YEAR ENDED ON 31-DEC-2015

## ASSETS LIABILITIES AND OWNERS EQUITY

CASH –

accounts payables –

Bank deposits –

accrued expenses –

Prepaid expenses –

wages payables –

Inventories –

Office furniture –

CAPITAL

Computer –

net profit –

Machinery –

## CLARA BAKERS CASH FLOW STATEMENT FOR THE YEAR 2015

### OPERATING ACTIVITIES:

Net income –  
Depreciation –  
Prepaid expenses –  
Accounts receivables –  
Inventories –  
Net operating cash flows –

### INVESTMENT ACTIVITIES:

Office furniture –  
Computers –  
Electronic appliances –  
Net Investment cash flows –

### FINANCIAL ACTIVITIES:

## CONTROLS:

The following areas will be monitored very closely by Clara Bakes management;

1. Revenue: monthly and annual.
2. Expenses: monthly and annual.
3. Client feedback
4. Improvement in product/business.

## IMPLEMENTATION:

To achieve our desired goals and control budget all the strategies will be kept in mind for implementation.

## MARKETING ORGANIATION:

The founder will be responsible for the marketing activities supported by a young baker.