

A MARKETING PLAN FOR AN ARTISAN BREAD BAKERY

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Faculty of the Agribusiness Department
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Bachelor of Science

by
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ABSTRACT

This study was undertaken to determine whether there is market potential for Word-of-Mouth Bakery to expand its current operation in food retailing in Modesto and the surrounding areas.

A Case Study was conducted on Panera Bread Company to use as a competitive analysis to compare Word-of-Mouth Bakery with an established nationally known artisan bread company. An expert opinion poll was also conducted to assess the market potential in supermarkets from the observations of in-store bakery managers in Modesto and the surrounding areas. A SWOT analysis was used to determine the internal strengths and weaknesses, and external opportunities and threats that face the company in expansion.

The results of the SWOT analysis, accompanied by the results of the expert opinion poll were used to create marketing strategies for Word-of-Mouth Bakery's expansion in food retailing.

It is concluded that there is market potential for Word-of-Mouth Bakery to expand its current operation in food retailing. This conclusion is based off the research on the industry's growth and success on a national level, as well as from the results of the expert opinion poll of the in-store bakery managers' observations of the artisan bread sales at their individual stores.

APPROVAL PAGE

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