



Bakery Business Plan Template

Business Name

Owner Name

Date

Website

Business Overview

[Give a brief description of the bakery concept, mission, and what makes it unique — artisan bread, custom cakes, gluten-free focus, etc.]

Funding Needed

[Write how much you're seeking, the purpose of the funds, and repayment terms.]

1. Company Description

- **Legal Structure:** Sole Proprietor / Partnership / LLC / Corporation
- **Bakery Type:** Retail bakery, café, wholesale supplier, online/delivery-only
- **Mission Statement:**
- **Target Market:** Local residents, cafes, restaurants, and event clients

2. Market Analysis

Industry Overview: [Local bakery market trends, demand for artisanal or specialty goods]

Target Customers: [Demographics, income levels, dietary preferences]

Competitive Analysis:

- Competitor 1: Strengths / Weaknesses
- Competitor 2: Strengths / Weaknesses

3. Products and Services

- **Bread & Pastries:**
- **Cakes & Specialty Items:**
- **Beverages:**
- **Custom Orders / Catering:**
- **Seasonal/Wholesale Offerings:**

4. Marketing & Sales Strategy

- **Pricing Model:** Premium / Mid-range / Budget-friendly
- **Sales Channels:** Retail storefront, farmers' markets, online ordering, wholesale accounts
- **Promotion/Advertising:** Social media, local ads, loyalty programs
- **Customer Retention Strategy:** Discounts, memberships, seasonal launches

5. Operations Plan

- **Location:**
- **Bakery Layout/Seating:**
- **Suppliers/Vendors:** Flour, dairy, produce sources
- **Equipment Needed:** Ovens, mixers, proofing cabinets, display cases
- **Staffing Plan:** Pastry chefs, counter staff, delivery staff

6. Organization & Management

- **Ownership Structure:**
- **Management Team:**
- **Staff Roles & Responsibilities:**
- **Advisors/Consultants:**

7. Financial Plan

- **Startup Costs:** Lease, build-out, ovens, mixers, permits, licenses
- **Operating Expenses:** Rent, payroll, supplies, utilities, insurance
- **Projected Revenue (Years 1–3):**
- **Breakeven Point:**

Financial Statements (attach as needed)

- Income statement
- Cash flow statement
- Balance sheet

8. Appendix

- Sample menu or product catalog
- Photos of bakery layout/design concepts
- Resumes of key staff
- Vendor agreements, permits, licenses



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8. Appendix

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