NAME: Oshenye Michael Oghenegare

DEPARTMENT: Electrical/Electronics Engineering

MATRIC NO: 19/ENG04/065

**BUSINESS PLAN FOR A BAKERY**

Success bakery is a bread baking company. We make and supply wheat bread of highly balanced dietary ingredients. The benefits of our products are:

* We supply assorted but cheap goods to our customers.
* Our wheat bread provides fiber and carbohydrates in a convenient low fat form that is delicious.
* Wheat bread can lower the risk of heart diseases.
* Our bread enhances longevity.
* Unlike our competitors that use sugar, we use honey as a healthier substitute.

Our business meets a need and demand for an alternative to white bread that will be different from what is around and also the need for quality and cheap bread.

# GOALS AND OBJECTIVES FOR THE BAKERY

* Constant growth of sales in 12 months.
* To generate customer satisfaction so that at least 60% of our customer base is repeat business.
* To provide quality products at cheap prices and provide exemplary services.
* To supply wheat bread constantly.
* To be number one at wheat bread manufacturing and supply.

# MANAGEMENT TEAM OF SUCCESS BAKERY

Mr Nnamdi Precious- Has over 10 years in the bakery business. He has a BSc in food science and technology. He is our operations manager.

Mr Nneji Ifeanyi- Has a master in business administration and is a project managerial expert. He is our business development strategist and marketing partner.

My years of experience in the baking industry gives credibility and competence to the business. My workers and management knowledge will contribute to the expansion and profitability of the business. We will create cash flow that meets operational demands as well as grows the business. We bring:

* Capacity to bake wheat bread on a large scale.
* Our experience brings competence and credibility to the business.
* Improved customer service.

# MATERIALS NEEDED

* Land
* Building
* Oven
* Flour Mixer
* Slicing machine
* Raw materials
* Baking pans
* Wrapping supplies etc.

# CUSTOMER PERCENTAGE

* Families-30%
* Eateries/hotels-10%
* Schools-30%
* Corporate organizations-20%
* Super markets-10%