

SWEET HAVEN BAKERY

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Executive Summary

Sweet Haven Bakery is a new artisan bakery and café concept that will launch in the heart of the Short North Arts District in Columbus, Ohio, one of the city's most vibrant and growing neighborhoods. With a commitment to quality, community, and creativity, Sweet Haven will offer a wide selection of freshly baked breads, pastries, cakes, and desserts, alongside a cozy café menu featuring specialty coffee, sandwiches, and light meals.

The bakery will combine the charm of a European-style patisserie with the accessibility of a neighborhood gathering spot. Our mission is to provide not only exceptional baked goods but also a welcoming atmosphere where customers can relax, connect, and feel part of a local community.

Key Facts:

- Proposed Location: Downtown Columbus, Ohio
- Concept: A community-focused bakery specializing in artisanal breads, pastries, and cakes with a sit-down café space.
- Capital: \$500,000 owner equity invested
- Financing Need: \$500,000 additional loan/investor funding

- Mission: To create a warm, inviting bakery that blends traditional craftsmanship with modern flavors, offering high-quality baked goods and a neighborhood gathering spot.

Company Description

- Legal Structure: LLC (Sweet Haven Bakery, LLC)
- Facility Specs:
 - 4,000 sq. ft. leased retail space in the historic Short North Arts District.
 - Features: Open-concept kitchen, seating for 50 guests, outdoor patio seating for 20.
 - Energy-efficient ovens, espresso machines, and refrigerated display cases.
- Staffing Plan: 12 employees (2 bakers, 2 pastry chefs, 2 baristas, 4 customer service staff, 1 manager, 1 marketing coordinator).

Market Analysis

Columbus has experienced significant growth in both young professionals and families seeking locally made, authentic food experiences. While there are national chains (Panera, Starbucks) and niche local bakeries, there remains an unmet demand for a mid-scale, community-centered bakery café that balances artisanal quality with approachable pricing. Sweet Haven Bakery is positioned to fill this gap by:

- Offering locally sourced, high-quality ingredients.
- Providing a unique café experience with open-concept baking, seating for 50 indoors, and a 20-seat outdoor patio.
- Hosting weekly community events to build loyalty and brand recognition.

Analysis

- **Target Market:**
 - Young professionals (ages 25–40) seeking artisanal, high-quality baked goods.
 - Families in surrounding neighborhoods.
 - Tourists visiting the arts district.
- **Competition:**
 - National chains (Panera Bread, Starbucks).
 - Local niche bakeries offering limited product lines.
- **Differentiation:**
 - European-style breads and pastries made with locally sourced ingredients.
 - Community-driven café space hosting weekly events (book readings, local artist showcases).

Marketing Plan

- Branding: “Where Fresh Meets Local” — emphasis on artisanal quality and community.

- Promotion Strategy:
 - Grand Opening Event: Free samples, live music, social media campaign.
 - Loyalty Program: Buy 10 items, get one free.
 - Partnerships: Collaborations with local coffee roasters, farmer's markets, and catering for corporate clients.
- Digital Marketing:
 - Instagram & TikTok showcasing baking process.
 - Online ordering platform with delivery through DoorDash and Uber Eats.
 - Monthly email newsletter with promotions and recipes.

Products & Services

- Baked Goods: Sourdough, baguettes, croissants, muffins, gluten-free options.
- Specialty Items: Custom cakes, holiday-themed pastries.
- Cafe Menu: Coffee, espresso drinks, sandwiches, salads.
- Services: Catering for events, corporate orders, and wholesale supply to restaurants.

Operations Plan

- Hours: 6 AM – 8 PM, Monday–Saturday.
- Suppliers: Local farms for dairy and produce; regional mill for flour.
- Technology: POS system with inventory management, loyalty app integration.

Order Fulfillment

1. In-store sales (walk-ins and café seating).
2. Online platform with delivery through Uber Eats and DoorDash.
3. Wholesale orders for restaurants, coffee shops, and catering clients.

Inventory & Storage

Inventory will follow a just-in-time system to minimize waste. Bread and pastries will have a maximum shelf life of 2 days; unsold items will be donated to local shelters.

Customer Service

Staff will undergo training in product knowledge and hospitality. The loyalty program will be managed via a mobile app that tracks points and offers discounts. Customer feedback will be collected online and in-store to feed into continuous improvement.

Production Plan

Sweet Haven Bakery's production strategy focuses on delivering high-quality, fresh products daily while maintaining operational efficiency.

Layout & Process

The bakery will occupy a 4,000 sq. ft. space in Columbus's Short North Arts District. The open-kitchen layout allows customers to see the baking process, reinforcing transparency and craftsmanship. The space will be divided into:

- Production Zone: Ovens, mixers, proofers, and pastry stations.
- Café Zone: Seating for 50 guests indoors and 20 outdoors.
- Storage & Inventory Zone: Walk-in coolers, freezers, and dry storage.

Production Schedule

Baking begins daily at 3:00 AM, with fresh breads and pastries ready for the morning rush. Specialty cakes and catering orders are scheduled in the afternoon/evening shifts.

Subcontracting

During peak wedding and holiday seasons, Sweet Haven will outsource specialized cake decoration to trusted local pastry contractors, ensuring scalability without compromising quality.

Costs

Ingredient costs are projected at 40% of revenue (\$480,000 in Year 1, \$600,000 in Year 2). Key suppliers include regional flour mills and local dairy farms to reduce transportation costs and highlight "farm-to-table" branding.

Financial Plan

Capital & Financing Needs

The owners will contribute \$500,000 in equity toward start-up costs, covering facility build-out, bakery equipment, and initial inventory. To fully realize the vision and support working capital during the critical first 18 months, the business is seeking an additional \$500,000 in financing through a bank loan or investor partnership. This brings the total start-up funding to \$1,000,000.

- Capital Contribution: \$500,000 owner equity (used for equipment, build-out, and initial operations).
- Funding Request: \$500,000 loan or investor financing (for working capital, marketing, staffing, and expansion).
- Projected Sales (Year 1): \$1.2 million gross revenue.
- Break-even Point: Expected within 18 months.

Start-Up Costs (Estimated)

Item	Cost
Leasehold Improvements / Build-Out	\$300,000
Equipment (ovens, displays)	\$250,000
Inventory & Supplies	\$50,000
Marketing Launch	\$50,000
Working Capital / Reserves	\$350,000
Total	\$1,000,000

Financial Outlook

With strong demand projections, Sweet Haven anticipates \$1.2 million in gross revenue in Year 1 and \$1.5 million in Year 2, supported by catering, café sales, and wholesale distribution to local restaurants. Based on conservative cost estimates, the bakery is projected to reach profitability within the first 18 months and generate net profits of \$340,000 in Year 1 and \$370,000 in Year 2.

Start-up Costs (Estimated):

Income Statement Summary

Category	Year 1 (\$)	Year 2 (\$)
Revenue	\$1,200,000.00	\$1,500,000.00
COGS	-\$480,000.00	-\$600,000.00
Gross Profit	\$720,000.00	\$900,000.00
Operating Expenses		
Marketing	-\$500,000.00	-\$325,000.00
Salaries & Wages	-\$350,000.00	-\$375,000.00
Rent & Utilities	-\$100,000.00	-\$110,000.00
Loan Repayment	-\$60,000.00	-\$60,000.00
Total Expenses	-\$860,000.00	-\$1,130,000.00
Net Profit	\$340,000.00	\$370,000.00

Competitive Advantage

- Community Integration: Events, partnerships with local artists, and collaborations with nearby businesses.
- Diverse Revenue Streams: Retail sales, catering, café operations, and online orders.
- Quality & Innovation: Unique product line blending traditional baking with modern flavor profiles, including gluten-free and vegan options.

Conclusion

Sweet Haven Bakery will combine artisan baking with a community café model in one of Ohio's most vibrant neighborhoods. With \$500,000 in owner equity and an additional \$500,000 in financing, the bakery will achieve profitability through strong branding, diverse product offerings, and a focus on local partnerships.

Appendix

- Letters of Intent: Two local restaurants and one catering firm expressing interest in wholesale supply agreements.

- Resumes: Founder has 10+ years in food service management; Head Baker trained in Paris.
- Market Research: Columbus demographic data, IBISWorld bakery industry reports.
- Product Images: Renderings of storefront design, sample menus, and signature pastries.
- Lease Contract: 5-year lease with 2 renewal options, starting at \$10,000/month.