

BAKERY BUSINESS PLAN TEMPLATE

Fill in each section in order — except the Executive Summary. Write that one last, even though it comes first: it's a highlight reel of everything below it.

1 EXECUTIVE SUMMARY *Write this section last*

BAKERY NAME

WHY THIS BAKERY, WHY NOW

WHERE YOU'LL BE IN 1 YEAR

ONE-SENTENCE CONCEPT — WHAT YOU BAKE, WHO IT'S FOR

WHAT YOU'RE ASKING FOR — FUNDING AMOUNT, IF ANY

WHERE YOU'LL BE IN 3 YEARS

2 COMPANY OVERVIEW

LEGAL STRUCTURE — SOLE PROPRIETOR, LLC, PARTNERSHIP

LOCATION, AND WHY YOU CHOSE IT

OWNER(S) AND RELEVANT EXPERIENCE

THE BAKERY'S ORIGIN STORY — WHY YOU STARTED IT



3 MARKET & COMPETITIVE ANALYSIS

TARGET CUSTOMER – AGE, WHAT THEY CARE ABOUT, WHEN THEY BUY

HOW CUSTOMERS WILL FIND YOU – WALK-IN, SEARCH, SOCIAL, DELIVERY, WORD OF MOUTH

TOP 3 LOCAL COMPETITORS

1

2

3

HOW YOU'RE DIFFERENT FROM EACH OF THEM

4 PRODUCTS, MENU & SERVICES

CORE MENU ITEMS – LIST 5 TO 10

PRICE RANGE

SALES MIX – SHOULD ADD UP TO 100%

%

%

%

DINE-IN / WALK-IN

PICKUP

DELIVERY

DIETARY OPTIONS OFFERED – GLUTEN-FREE, VEGAN, NUT-FREE

WHAT YOU WILL NOT OFFER, AND WHY



5 OPERATIONS PLAN

KITCHEN / SPACE PLAN – BUILD-OUT, SHARED KITCHEN, GHOST KITCHEN

STAFFING PLAN – ROLES AND HEADCOUNT

ORDER WORKFLOW – HOW ORDERS COME IN AND GET FULFILLED (POS, ONLINE ORDERING, DELIVERY MARKETPLACE)

EQUIPMENT NEEDED

HOURS OF OPERATION

6 MARKETING & SALES PLAN

LAUNCH PLAN – FIRST 30 DAYS

HOW YOU'LL TURN FIRST-TIME CUSTOMERS INTO REPEAT CUSTOMERS

ONGOING CHANNELS – SOCIAL, EMAIL, LOCAL PARTNERSHIPS, DELIVERY MARKETPLACE

MARKETING BUDGET

7 FINANCIAL PLAN

STARTUP COSTS BY CATEGORY	ESTIMATED COST
Kitchen space / lease deposit	
Equipment	
Licenses & permits	
Initial inventory	
Labor (pre-opening)	
Marketing (launch)	
Total	

FUNDING SOURCE(S) – SAVINGS, SBA LOAN, INVESTOR, CROWDFUNDING

MONTHLY REVENUE TARGET (YEAR 1)

BREAK-EVEN ESTIMATE – MONTHS UNTIL COSTS ARE COVERED

ONE LAST STEP

Now that every section is filled in, go back and write your Executive Summary – it should read like a highlight reel of what you just built.