***Who we are***

We are a confectionery company called **SWEET CUPCAKE** which will offer a variety of pastries but not only that…



What makes us different that a typical cafe

1. Fresh Products
2. Live Music
3. Hand-decorated pastries
4. Home-made cakes
5. Home Delivery
6. Childrens
7. Qualified Service
8. Home Atmosphere
9. Low Prices

**Financial analysis**

The costs of building or renting premises will definitely be high.   
The risk of lack of interest because of quite big competition is also  
 a danger for us. We plan to start our business with the help of our families, who will work with us to create a well-known and reliable trade. We are also considering a bank loan.

**Market analysis**

There is a lot of companies like ours, but only at first glance. Our confectionery is innovative and this will be its strength. We will be different than other companies because we will use only fresh and good quality products, home recipies, traditional recipies and modern ones too.According to our analysis and observation, most companies offer the same pattern, mass products, often their cakes and pastries are not free from additives. We will focus on natural and ecological products.We will cater for all needs, individual orders available. We will cooperate with experienced confectionery and catering companies. Lots of competition in the neighborhood and lack of experience will motivate us to make us create individual and original offer, which will be outstanding and successful.

**Advertising strategy**

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**Menu**

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**We will advertise in various ways**

Facebook, Instagram, leaflets, advert in papers, free degustation on local festivals.

**Costs and financial input**

|  |  |
| --- | --- |
| COMERCIAL | 7000zł |
| COSTS OF PRODUCTS | **5000zł/month** |
| Rent | **5000zł/month** |
| Personal costs | **4000zł/month** |
| Equipment | **20000-30000zł /once** |
| Maintenance | **5000zł/month** |

***What is our offer***

We’re baking pies, cookies, cakes and many other sweets. In our place it is also possible to eat waffles and drink hot chocolate.

When the weather’s hot customers can find in our bakery some sweet cold stuff.

***Whom is our offer to***

Everybody, no age limit, young people who like to listen to live music while having coffee, families with kids welcome.

We are great for meetings, parties, celebrations.

*Recruitment*

Our staff is going to be well qualified also we will employ bartenders, waitresses and waiters. Experience welcome. We will check references and pay attention to competences like ability to work in a team, dealing with customers, communication. English language skills and other languages preferable.

**Why we are expecting success**

We are really good at what we do.

We can work together.

We expect to make a well-known and reliable company

within a few years.

Open new places in other towns.

Julia Bakalarz

Natalia Mietla

Dominika Nawrot

Dominika Ramza

Kamila Adamiec