

Loaf of Life

Long Beach Poly – PACE  
9<sup>th</sup> grade

Teacher's name: Jeff Montooth

Team names:  
Clea S.  
Zenita L.  
Rhiannon L.  
Brenna K.  
Claire B.

Category: Retail Based Business



Business description:

Loaf of Life is your local bread bakery that gives hungry customers the options of a wide variety of cultural bread choices from around the world. We provide the opportunity to have a taste of all the diverse breads found around the globe and work to satisfy the hunger for bread. As a modernized and friendly bakery, we help to donate 5% of our yearly net profit to humanitarian charities and organizations. We want to give you a bakery that you could call home from any place on earth.

Written Score: 76.2

- In your competitive analysis, why didn't you include super markets? Remember, to find competitors, ask yourself what your customers would do if you didn't exist (e.g. where do they buy their bread now?) .  
For market sizing and growth, I am not convinced that the market for buying bread from bakeries is increasing. Is there a stronger argument that you can make?  
I would have liked to see a little more thought into the initial start up costs. For example, how much does your rent cost for the location?  
Also, what is your profit margin per loaf of bread? To find out, calculate how much your raw materials and salary costs are per loaf of bread and subtract that from sales. I didn't see any financial statements.  
You mention your target customer, but how many of these people are there? How did you come up with selling 70-90 loaves per day? You should convince the reader that this is true. Also, when conducting your survey, I would ask them if they would be willing to spend \$10 for a loaf of bread. It's easy for a respondent to say they would like to go to the store, but would they actually buy?
- Great plan overall. Really solid job.  
A couple of areas of improvements/suggestions:  
Should have tried to condense executive summary into just one page  
Industry forecasts...is bread truly = healthy? remember the current big anti carb fad.  
Market share- those are just adults (non seniors), you need to examine who actually is in the market for your product. Not all adults want to buy/try bread  
For marketing plan, try to condense all into just one paragraph (including niche, target market, etc.  
Did not see enough detail of the promotion and sales plan.  
Talked about salary, but did not address cost of machinery, energy, rent, and raw materials.  
Did not see any projected financial statements.
- Great idea and well-written plan! Only missing a few key elements, such as the financial statements and a more thorough investigation into the target market. Instead of just marketing to anyone in Long Beach, or any middle-class family, it may help to target a specific demographic (i.e. international families) that your competitors may not be targeting.
- Great job! This was a very robust, well-thought out business plan. One of its strengths is the primary research done on the target market. It is critical to understand potential customers, so the survey was an important addition. One weakness of the plan was the pricing strategy. How did your team come up with \$10/most loafs? It is important to calculate projected costs per loaf, and based on your revenue goals, price each loaf accordingly. Another thing missing was the acknowledgement of the gluten-free trend. It is important to offer products for people with food allergies, especially in a health-conscience Southern California target market.
- Great layout of the business and analysis of the market. The biggest flaw is the pricing of the products. 10 for bread is way too expensive. They should increase the price of sandwiches

Presentation Score: 84.2

- Great presentation...good idea. Can't wait to taste it.  
Love your plan to grow and give back.
- Balanced Team  
Passionate Bakers
- These gals are great. Well prepared and very good but simple idea. Good chemistry with this team. Smart gals with an open mindset. They also put thought into what to wear' great team.

Total Score: 80.2