

Business plan for sugar rush pastry shop

[Economics](#), [Macroeconomics](#)



Sugar Rush Pastry Shop will be specializing in visually attractive cupcakes, lollipops and cakes. There has been a significant increase in demand for whimsical, overindulgent and visually stimulating cakes, and Sugar Rush Pastry shop will target special events such as weddings, birthdays, christenings, bachelorette parties, stork teas and even walk-in short orders to satisfy every palate of our valued customers. Sugar Rush offers customers with a wide variety of things from bread, cakes and pastries. Sugar Rush will be operating as a bakery/pastry shop. Sugar Rush is established because of higher demand and strategic place.

Our company has an owner specialized to always keep in track with the good product. Our company provides spacious space in order to make the customers feel relaxed and enjoyed. It will provide many kinds of bread and cakes and pastries. Our customers will visit us for several reasons. First is the quality of the food at an affordable price. Besides that, we have special meals which are related with fruits and appetizers. It is healthy meals, diet food and suitable for those that care about healthy. In addition, we see many of the main pastry shop owners are non-Muslim, so we are the one who provides the true and trust product.

Moreover, our company is developed by Muslim and guaranteed Halal. Sugar Rush is a start-up coffee and bakery retail establishment located in Downtown Davao City. Sugar Rush expects to catch the interest of a regular loyal customer base with its broad variety of coffee and pastry products. The company plans to build a strong market position in the town, due to the partners' industry experience and mild competitive climate in the area. Sugar Rush aims to offer its products at a competitive price to meet the

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demand of the middle-to higher-income local market area residents and tourists.