

# Corporate plan

Business



Mr.

Ben Bakery and Coffee shop (MBBC) is a start-up bakery establishment located in the Philippines. MBBC expects to catch the interest of customer base with the service of pastry products. I build this plan because I want to have a market position in the area. This is partners' industry which is competitive with other bakeshop in the area. MBBC aims to offer its products at a low price.

So that customers will afford our pastry products. The Company MBB is equally owned and managed by its two partners. I, Mr. Benjie Prila, don't have yet experience in sales, marketing, and management. Putting up a business is not easy, so in order for me to be a good manager of my own business I have first to take a risk for this bakeshop business. My Bakeshop will hire two full-time pastry bakers and six part-time baristas to handle customer service and day to day operations.

Mission The Mr. Ben Bakery and Coffee shop (MBBC) will be rendering a quality service and products. We will offer fresh, healthy and delicious pastry products, and will provide a comfortable area that will satisfy and motivate the customers to come back. Vision The Mr. Ben Bakery and Coffee shop will become a successful business.

We will be recognized not only here in the Philippines but also to other country. This bakery will offer an extraordinary products yet affordable. And this business will be putting up more branches. And more amenities just to satisfy the needs of customers. Goals The goals of this business are that to

be recognized in any point of the world, to have many branches, to give a lot of opportunities in terms of job. To improved our products and services.

Objectives \* to meet the customers satisfaction. To enhance the design of bakery (exterior and interior) \* To offer an good services, and amenities \* To give job opportunities  
Company Summary MBBC is a bakery managed by two partners. I and my partner will provide money from our own savings, that will be using for start-up expenses and provide a financial support for the first months of operating our Bakeshop. Company Ownership MBBC is equally owned by its two partners. Start-up Summary Mr.

Ben Bakeshop and Coffee shop is a start-up company. Financing will come from us as a partners' capital. Products and Services MBBC offers fresh and delicious pastry products, all from high quality imported ingredient. MBBC serve to all of its customers by providing each customer pastry products made to satisfy the customers. My bakery provides freshly prepared bakery and pastry products at all times.

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Market Analysis Summary The focus of our business is on meeting the demand of the resident customer from nearby highways. Market Needs

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Because Philippines have a tropical climate for the months of March to April, refreshing products are very much in demand. During the cold months starting September till January, hot coffee products are in high demand.

**Service Business Analysis**The retail coffee industry in our country has recently experienced rapid growth. The Filipinos really love beverages that were our culture.

The Philippines is a tropical country so that the consumption of cold beverages stimulates throughout the year. Coffee drinkers in the Pacific Northwest are finicky about the quality of beverages MBBC will position itself as a place where customers can enjoy a cup of delicious coffee with a fresh pastry in a relaxing environment. **Strategy and Implementation Summary** MBBC will succeed by offering consumers high quality coffee, espresso, and bakery products with personal service at a competitive price. .