

FRESH BAKERY MARKETING PLAN

Daisy Shen

1. SEGMENTATION & TARGETING: 3C's

1.1 COMPANY

FRESH BAKERY

About Us

Fresh Bakery is a baking studio in downtown center Toronto, which serves high quality baking goods for families and individuals who are pursuing to live a healthy life.

What do we offer?

Fresh Bakery delivers the best traditional handmade bread, muffins, cakes and cookies. All organic flour, real butter, all natural ingredients, no artificial flavours or colours. All the ingredients are made from family owned farm located near Toronto. Our baking technic is unique and special. Fresh Bakery promises that every prodcuts is made on that day, so that customers can taste 100% fresh baking goods.

Fresh Bakery offers limited Pies or cookies occasionally. They are calorie free and made by organic seasoned fruit or vegetables from the business owned farm.

For the birthday stars, Fresh Bakery offers special service that customers can book the customized birthday cake in store.

1.2 TWO SEGMENTS

Target Consumers

Adults : 35 years old - 50 years old

A. “The busy parents”

Taking care of family is always a big thing for parents, and they often want to ensure their kids eat well and healthy.

Elders : 65 years old up

B. “Elder people who enjoy living in a healthy life”

Elder people tend to pick their daily food more seriously, they will pay more attention to the source of ingredients, and choose sugar less or sugar free food.

1.3 PERSONA



- ❖ **Name:** Ashley Rosa
- ❖ **Age:** 38 years old
- ❖ **Job:** Dentist
- ❖ **Income:** 102k
- ❖ **Location:** Toronto, Canada
- ❖ **Family Member**
- ❖ Husband, 7 years old son,

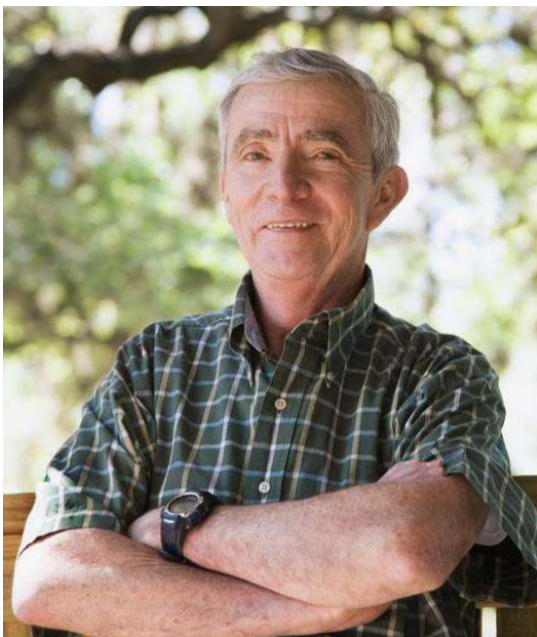
- ❖ 5 years old daughter
- ❖ **Social Media Habbits**
- ❖ Facebook, Pinterest.

Quote

- ❖ *“I hope all my love ones at home can live healthy and eat healthy, so I always go to Fresh Bakery to buy bread for my family. Their breads are not only taste good, but also the ingredients are very high quality.”*

Needs

- ❖ Quality guaranteed bread is a must for her family.
- ❖ She prefers organic food when she goes to shopping.
- ❖ She loves delicate packaging.



- ❖ **Name:** Jacobo Hensley
- ❖ **Age:** 69 years old
- ❖ **Job:** Law Firm Administrator
- ❖ **Income:** 140k
- ❖ **Location:** Toronto, Canada
- ❖ **Family Member:**
- ❖ Wife, his lovely dog named Max

❖ Social Media Habbits

- ❖ Facebook, WhatsApp

Quote

- ❖ *“I’m a regular customer for the Fresh Bakery. They offers an excellent quality of bakery, bread, croissant, etc, it has a good quality of grocery. The cakes are also excellent.”*

Needs

- ❖ Influenced by his wife, he is interested in baking, and he wants to know more about it.
- ❖ He likes eating bread every day for breakfast.
- ❖ He prefer to eat whole grain, and rye bread.

1.4 Competitors:

- ❖ Blackbird Baking Co.
- ❖ Website: <http://blackbirdbakingco.com/>



At Blackbird, our baking is an art, and we invite you to experience it. From sweeter treats to loaves packed with flavor, we've got a selection that makes the most discriminating palate salivate.

All of us grew up with a passion for baking. We grew up around the fragrance of fresh loaves, breadcrumbs in our clothing and an unmatched desire to make better bread. This desire stays with us today, and we invite you to see what it tastes like.

Blackbird is a champion of organic Red Fife wheat and its resultant flours, a heritage grain in Canada that was usurped by Marquis and Thatcher wheats in the early part of the 1900's.

Blackbird Baking has a concise front of house, with exposed brick and barn board shelving and a glass counter holding sandwiches and sweets, and behind, a large open bakery in the back.

Competitive points:

- Both of us sell handmade baking product.
- Blackbird Baking Co is also located in downtown Toronto.
- They offer nutrition baking products.

Gap:

- Their official website design is low quality.
- Website is not mobile friendly.

❖ Sanremo Bakery

<https://www.sanremobakery.com/>



Sanremo Bakery is considered one of the best spots in the city of Toronto for pastries, espresso, gourmet sandwiches and so much more. Consistently ranked one of the best bakeries in the city (in addition BlogTO's top ten donut shops in the city) since its doors opened in 1969, Sanremo is the epitome of a family business gone viral.

Located near Mimico GO Station, on Royal York Road south of Evans Avenue. The bakery has grown to a buzzing metropolis with hoards of people roaming the shop at all hours of the day. Sanremo has become one of those rare places where

people all over the city travel from in search of fresh bread, gelato, pastries, sandwiches, pizza, hot meals and more recently, fresh goods from their newly installed deli counter.

Competitive points:

- They also provide customized cake service same as Fresh Bakery.
- They offer variety of products, such as donuts, sandwiches etc.

Gap:

- Their products are mostly high calorie.
- Their location is far away from downtown.

❖ Forno Cultura

❖ website:<http://fornocultura.com/>



Forno Cultura, an authentic Italian bakery, has opened in First Canadian Place. Andrea Mastrandrea established the brand in April 2013 with a large production-and-retail space on King West near Portland. This outpost, intended to serve grab-and-go customers, brings their handcrafted artisanal food concept into a new space.

Their open-concept design covers 600 square feet with natural wood elements, a pastry counter and a small grocery shelf. Coffee drinks are whipped up on their Unic Espresso machine, while tea lovers can enjoy Dammann Fere's tea.

Forno has packed an impressive amount of dry goods and fresh items into their small space. In the refrigerated area, you'll find their own brand of pizza and pasta sauces. For those looking to pick up something for dinner, they sell pizza dough, homemade gnocchi and their popular pesto sauce. They also carry Monteforte Dairy cheese, artisan prepared meats and their own pickled vegetable preparations. In the grocery area, visitors can find fresh baked focaccia, olive oils, pasta, olives and more.

Competitive Points:

- They have a best reputation on social media.
- They have a spacious studio.
- They also sell tea and coffee, and even grocery products.
- They offer grab and go service for the customers who cannot eat in store right away.

Gap:

- They are not only focus on making bread, but other products such as meat and cheese, which means their products.

2. SWOT

2.1 Strengths

- We have the best passionate bakers team behind the scene, since our bakers hiring system has a very strict election process.
- In order to keep our high quality promise, we often ask nutrition specialist to give advise for our products.
- We want to engage with our customers, so we often host special events. For example, a round tour to our farm, a nutrition class etc.
- A well designed website.
- Social media marketing effort. We cherish our customers' reviews online, so we activate on social media, and keep updating the latest information.
- We also hire the research team to figure out what's the best ingredients for our products.
- Our package design is very unique.

2.2 Weaknesses

- Due to the fact that this is not big chain store, we may face deliver delay issue for the customers.
- We don't have express service for the customers who just want to take out food.
- Shop is a little small.
- Price is higher than other competitors.

2.3 Threats

- Compare to other bakery business, we lack of a little bit history background.
- Online ordering apps can make bakery business more competitive.
- Extreme weather condition is a threat to our business since some of ingredients source from our own farm.
- Our competitors now are not only doing bread business, but breakfast services or coffee business in the store.
- We only have a small studio, there might not be enough space and seats for waiting customers.

2.4 Opportunities:

- Obesity is very common in North America society, so people now tend to buy healthy food.
- The bakery category is the second-largest segment in the total packaged food market in Canada.
- Uber eats provides a superb service which people can order food online.

3. POSITIONING STATEMENT

For the people who is pursuing a healthy life, and who enjoys eating baking goods for their daily meals, Fresh Bakery's mission is to provide high quality baking products and service on a daily basis for our customers.

We provide handmade baking bread, cookies, and customized birthday cakes, which are 100% natural, and healthy guaranteed.

4. ACTION PLANS 4P'S

4.1 Price

Fresh Bakery offers the best quality products for our customers, so our products are slightly higher than others.

Most of customers are buying for their family, so we have a family discount for the people who purchase a lot for their family. Birthday stars who comes to buy cake can also get a discount along with candles.

Membership card also available for customers who often comes fresh bakery. By using the card, customers can save points for each purchase, and use them to redeem accessory or treats once the card gets enough points.

4.2 Place

Online Marketing

Instagram

We are planning to use Instagram to boost our bakery business. According to Instagram Internal data, Instagrammers have more than 300 million users visit at least one Business Profile daily.

Facebook

We will open a new facebook page to advertise our daily products and events.

Offline Marketing

Use time limited strategy to make new products, like donuts, cookies or treats, to surprise our customers.

Host events monthly, such as baking class, baking ingredients instructions, or a one day tour to our local farm.

4.3 Product

Fresh Bakery offers the best healthy traditional handmade bread to the customers who enjoy a healthy life. We value our customers, and keep our promise to make our products always be the best.

In this digital age, make our official website outstanding is a significant part of our business. In order to give our customers a better online shopping experience, we will focus on building an appealing website. All the printing products and website share the same color style to strength our brand. We want to provide our customers a more fun shopping experience. We want to make some special accessories, such as kitchen supplies or shopping bag printed with our signature logo.

4.4 Promotion

Print

We will put our poster in the bus or train station, or even airport.
Print out flyers and send it to customers through paper mail.

Online Advertising:

We will do photo ads and video ads through Instagram business, and keep sharing high quality visual advertisement for our store.

Social Media

Hire photographer team, take some photographs of our products, and update to social media account every day (Facebook, Pinterest etc).
Updates our bread information, limited treats, and event hosting news to social media channel every 3 days..

Viral Campaign

Contact with advertising agency to film a funny video or GIF based on our bakery concept, and post it online, through Twitter, Instagram, Vine etc.

Email Campaign

Once our customers subscribe our newsletter, we will send them bakery's news, baking recipes, and health tips 3 weeks in one time.