

A Bite of Bosnia

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Unmet need

- ❖ *No Bosnian bakery in the area*
- ❖ *Craving for new food*
- ❖ *Curiosity for new culture*
- ❖ *Busy Bosnians*

Hmmm..
What
should I eat
today?



We fill the need

- ❖ *Offer a taste of something new*
- ❖ *Fulfill cravings for something unique*
- ❖ *Make the sweets for busy Bosnians in a timely manner*

Mmm... so
glad I tried
that!



Description of Service

- ❖ *Bosnian bakery*
- ❖ *Bosnian baked goods*
- ❖ *Walk-ins welcome*
- ❖ *Delivery, pick-up or catering*
- ❖ *Open 7 days a week*
- ❖ *Located in the south end of Hartford*

Mission

- ❖ *To provide people with Bosnian goods made from scratch*

Social Impact

- ❖ *Positive for the environment because we will be using recyclable packaging*



Business Model

Definition of One Unit

One Dozen Tulumbe

Economics of One Unit

Selling Price		\$20.00
Cost of var. materials exp.	\$3.73	
Cost of labor	\$2.40	
Other variable costs	\$0.00	
Total COGS/ COSS		\$6.13
Contribution Margin		\$13.87

Monthly Break Even Units

$$\frac{\$2,947.00}{\$13.87} = 212.47 \approx \mathbf{213 \text{ dozen tulumbe}}$$

Description of Expenses

Variable Material Expenses	Total: \$3.73
Item	\$
Tulumbe recipe	3.49
Packaging	0.24
Fixed Expenses	Total: \$2,947.00
Item	\$
Salary	1,200.00
Rent	1,000.00
Utilities	450.00
Depreciation	200.00
Insurance	67.00
Advertising	30.00

Market Analysis

Market Statistics

Industry Name: **Bakery Product Manufacturing**

Annual Industry Sales: **\$33.2 Billion**

Target Market Size

Total Population

900,000

Target Market Population

320,000

Market Size

32,000

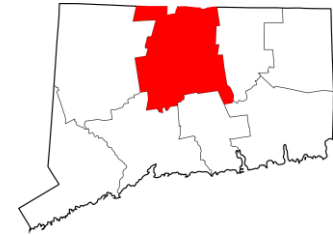
Description of Target Consumer

Demographics

- ❖ Female
- ❖ Male
- ❖ Ages 13+
- ❖ Middle to high income levels

Geographics

- ❖ Hartford County



Psychographics

- ❖ Those who have a sweet tooth for something new
- ❖ The Bosnians who don't have enough time to make the sweets

Buying Patterns

- ❖ Increases during Ramadan and Bajram because that's when the sweets are needed

Marketing and Sales

- ❖ *Store-front Signage*
- ❖ *Samples*
- ❖ *Word of mouth*
- ❖ *Social Media*
- ❖ *Email*



Competition

	<i>A Bite of Bosnia</i> 	Mozzicato DePasquale Bakery & Pastry Shop	Bosna Market
Selection	Bosnian sweets	Italian sweets	Bosnian groceries and sweets
Service	Open everyday	Open everyday	Open everyday
Holidays	Open during all holidays	Closed on Christmas, etc.	Closed on Christmas, etc.

Your Competitive Advantages

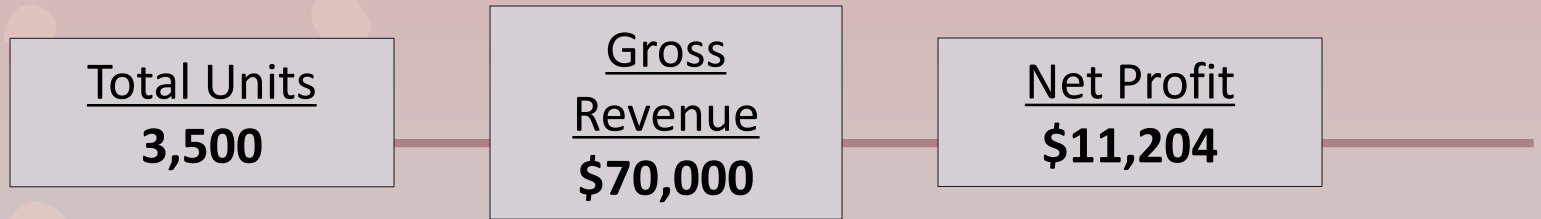
1. We offer sweets not sold anywhere else
2. We are open 7 days a week, 8 A.M. to 8 P.M. Exceptional hours during Ramadan and Sundays
3. We are open during all holidays

Qualifications

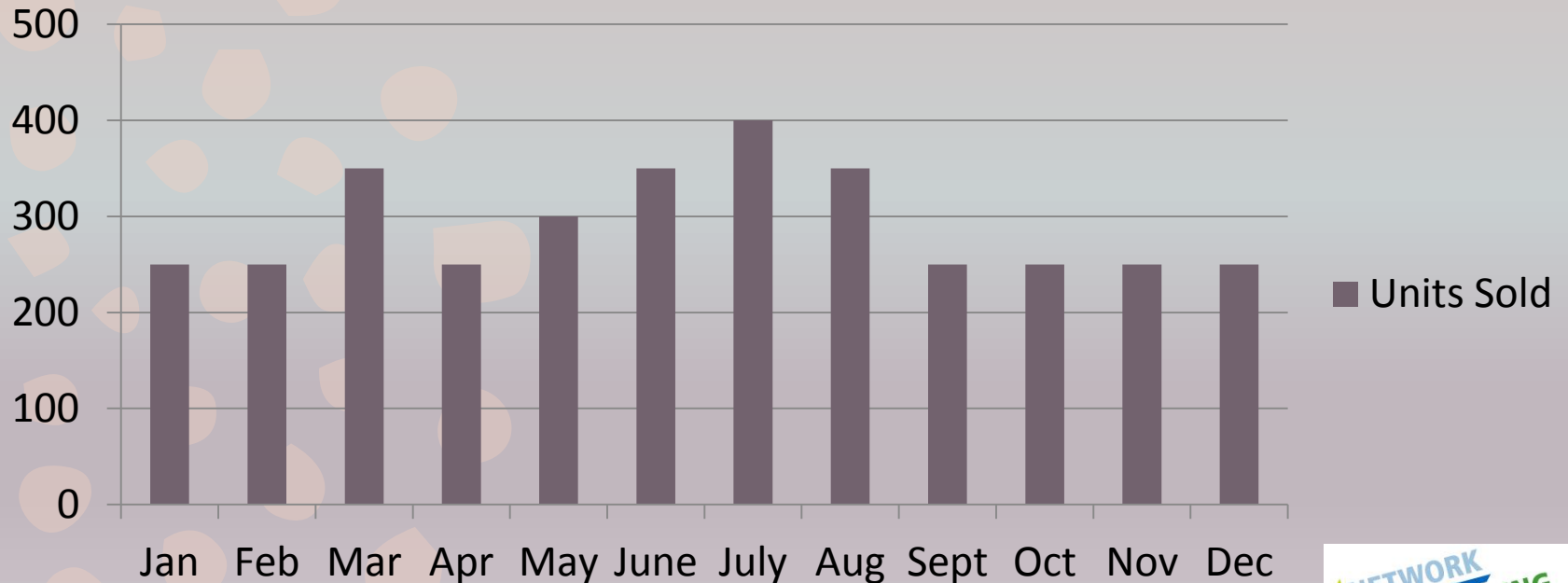
- ❖ *Members of target market*
- ❖ *Bilingual*
- ❖ *Have experience*
- ❖ *Will be operational*
- ❖ *Will have ServSafe certificates*



Sales Projections



Units Sold



Start-up Funds

Item	Why Needed	Cost
Equipment	To bake and store the sweets	\$1,000.00
Start-up ingredients	To make the sweets	\$500.00
Serv-Safe certificate	To handle food safely and well	\$60.00
Advertising	Get our business out in the open	\$30.00
DBA	To start our business	\$5.00
Phone	Communicate with customers	Owned
Vehicle	To deliver sweets if needed	Owned
Total Startup Expenditures		\$1,595.00
Emergency Fund		\$798.00
Reserve for Fixed Expenses		\$8,841.00
Total Startup Investment		\$11,234.00

ROI: Return on Investment			
\$11,204	=	100%	≈ \$1.00
\$11,234			

ROS: Return on Sales			
\$11,204	=	16%	≈ \$0.16
\$70,000			

Philanthropy

- ❖ Plan to give back 5% of our yearly net profit to the

CONNECTICUT
FOOD BANK MEMBER OF FEEDING AMERICA

Future Plans

- ❖ By the end of year 2, salty foods
- ❖ By the end of year 4, attach a cafe



Taste different. Taste Bosnia.

Thank you for considering

A Bite of Bosnia

Contact us at
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Website coming soon!