

NOW

Single bakery

Most of the customers are walk-by traffic

Regular, easily-duplicated recipes and muffins

THEN

We want three bakeries, strategically placed around the downtown area.

Our Bakery should be a destination. A place people intentionally drive or walk to.

Gourmet muffins. Locally organic, nutritious. Special recipes.

WHY

We want to service a larger area, that will drive more revenue.

This will help us build a strong brand and raise the value of the business.

We'll be harder to duplicate. We'll cater to customers with higher disposable income.

