



Tastebuddies

December 2016

Owned & Operated by

Company Description

Tastebuddies will provide natural and artificial-free baked goods with seating and dining area provided by local craftsmen's repurposed furniture. Our main focus will be providing an assured natural product because that is one of our main draws.

There is great opportunity in this market because many young adult Chicagoans care about their health and well-being, therefore they care about what they eat. We will use that to enhance our products to make them acceptable for the customer's standards. Also, people love one-of-a-kind items and art so having repurposed furniture available for both seating and for purchase will fill that need. Many customers of the Millennial generation appreciate uniqueness and want to be a part of the "Next Big Thing". *Tastebuddies* will fill each customer's desire for new and exciting consumer experiences. Customers will also have a great place to hang out in a "Happening" area of Lincoln Park.

With the target market in consideration, our price point is going to compete with other bakeries in the area. As an example, we would sell cupcakes for \$3.75 apiece. So that would be expensive to some but for the area, cost of ingredients, and the fact it contains natural ingredients it is a reasonable price. Our repurposed furniture will be priced based on the craftsmen's wishes.

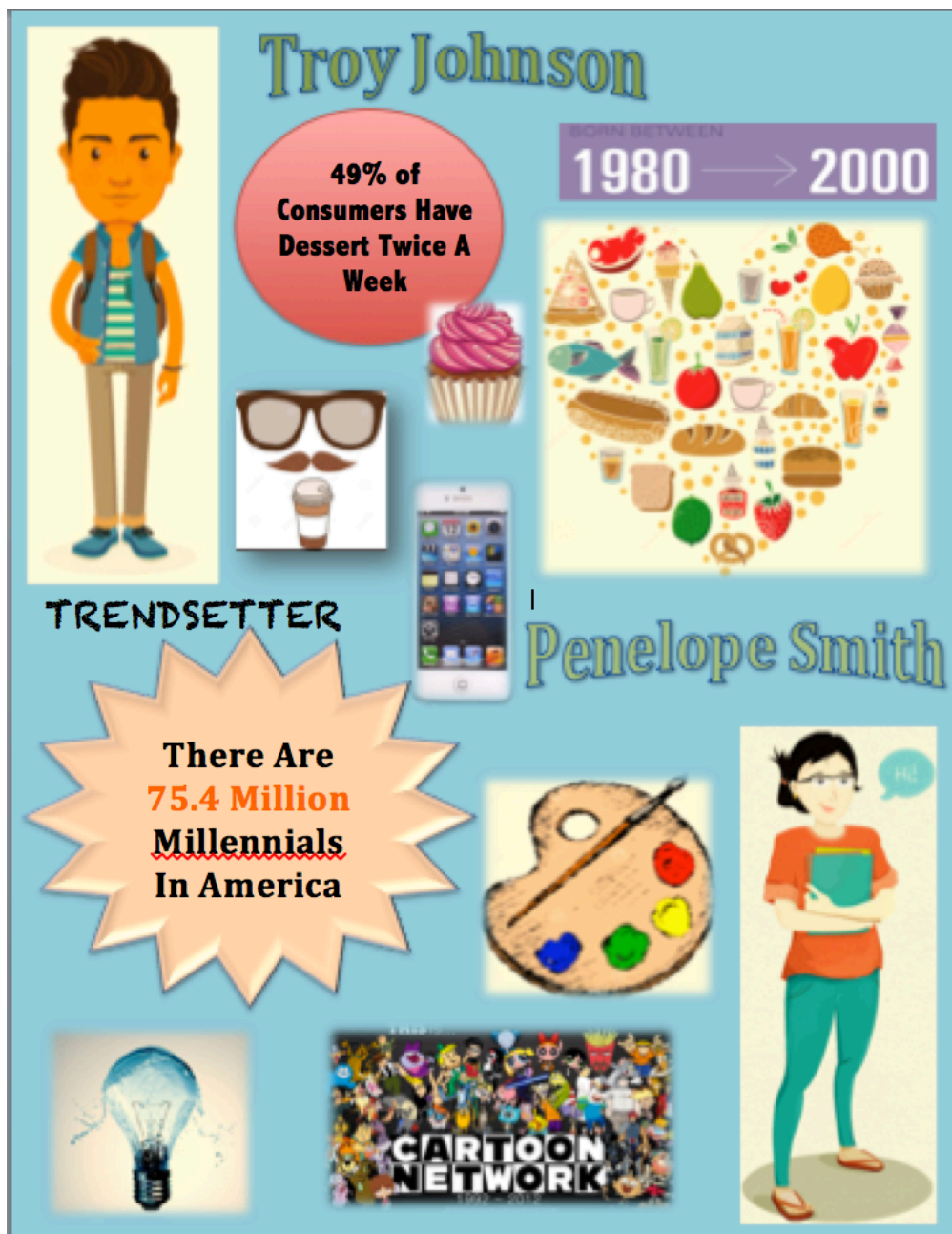
Tastebuddies strives to create homemade, all natural, quality baked goods in a unique environment surrounded by local aesthetic. The feeling of nostalgia with inspiration from repurposed furniture will provide a unique experience for everyone.

Customers

A typical customer of *Tastebuddies* would definitely be a young college student or full-time worker. He or she has extra money to spend on eating out and spending time at unique, new places. As mentioned in the company description, our customer will be within the Millennial generation. A brief description of a *Tastebuddies* customer would be:

- Conscious Eaters
- Appreciate Nostalgia
- Lovers of Sweets
- Artistic Desire
- Age 18-35
- Varying Social Class
- Millennial
- Trendsetters
- Men/Women
- Seekers of Fresh Innovative Ideas
- Knack for Promoting

(Infographic on following page)



Reaching out to our customers would be best accomplished through social media and the Internet. Many customers within this generation seek out reviews online on sites such as Yelp! Most customers within our demographic are experts in finding the latest fads and word of mouth is essential for our customers. We want *Tastebuddies* uniqueness to be the latest, big deal.

Market Research & Competition

Our projections for the target market are that we are dealing with a mass of people to reach out to. It's with great understanding that the Millennial market is massive as well as powerful. They drive the sales of our country and Millennials have surpassed the population's size of Baby Boomers.

What's been seen in the industry is a growth in culinary crafts. According to Mintel, "culinary crafts appear to be growing...may be balancing out the market." And under the retail channel, craft chain stores, like repurposed furniture, have grown in small increments. So for *Tastebuddies*, that's good news since what we are offering is a craftsmen-like atmosphere along with the opportunity to purchase the furniture.

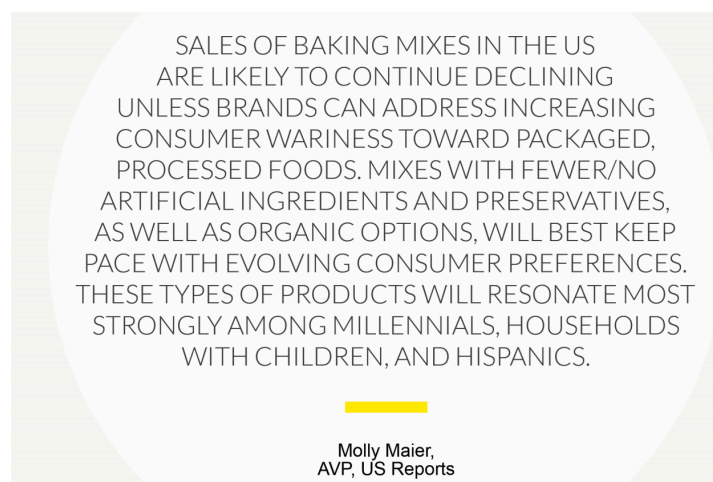
Consumer expenditures are projected to go from \$107.6 Billion in 2016 to \$127.5 Billion by 2021. According to Mintel, "The industry has been rebounding since the recession...it eclipsed to \$100 billion mark last year". Also, furniture buyers typically purchase in store rather than at mass merchandisers or online, 50% to be exact. This too benefits *Tastebuddies* for the fact our craftsmen's repurposed items will be desirable. It will be our job to make sure we have a continuous flow of new furniture to display in order to fill our customer's expectations.

In the baking sector of the business, there has actually been a growth in desire for café baked products rather than box mixes, specifically processed-free items. Based on information gathered by Mintel, there are specific percentages of people purchasing bakery goods more often/same amount from bakeries than in pre-packaged form. These numbers were broken down into very specific categories, such as:

- 75% of 18-34yr. Olds
- 28% of 25-34yr. Olds
- 73% of Millennials (Even more so than Generation X and Baby Boomers)
- Older Millennials, 79% more likely
- 71% live in Urban areas
- 64% are social media users
 - 81% Twitter
 - 79% Instagram
 - 95% Yelp
 - 98% FourSquare

As the numbers show, our customer and target market is right within those percentages. These are the latest numbers as of 2016 so *Tastebuddies* is the exact business needed to fill this market's desires. The market is going to continue to grow which means *Tastebuddies* can successfully grow.

- Mintel Screenshot:



Another current trend, according to Mintel, is something called Lone Rangers. It has very little buzz but it is definitely emerging. This trend basically means that people are becoming more aware of loneliness and are “demanding products and services that can help people build relationships with others.” In fact, 1/4+ have only one person who they can talk to about personal troubles. Apps and campaigns have been launched around the globe to combat loneliness. This is an incredibly interesting source of information for *Tastebuddies*. What we want to do is open up communication amongst our customers. This can be accomplished through bidding over furniture and the conversations through social media. *Tastebuddies* will fill our customer’s desires by providing a space to communicate and get connected with the community. Since the city is so large, it’s beneficial to establish relationships within a community to become united as well as comfortable.

Some barriers for entry into this business are certainly product quality, the expectation of direct receiving of products, and company performance. A big influence on consumers purchasing is the fact that many are “too cash-strapped for too short of time”. As a result, consumers want retailers to do the work for them. So it will be *Tastebuddies* duty to find out the best ways to relieve the anxiety that typically comes with purchasing, especially big-ticket items like furniture. Also, it’s become known that consumers today want less artificial ingredients in their foods. *Tastebuddies* main goal is to address these consumer demands, but there will certainly be bumps along the way in which a customer will bring up a quality issue. In addition, there is no guarantee that every customer will be happy. These are some of the barriers that *Tastebuddies* will face upon opening.

To overcome these challenges, it’s best to prepare by conducting research. If there’s a concern about product quality, then we will take it upon ourselves to conduct surveys and open it up to recommendations. Since our product is structured around making our customer happy, the best way to overcome a product quality barrier is to reach out to the customer. It is in our best interest to take them head on and make them a priority.

Changes in the market are bound to happen. In these instances, it will be *Tastebuddies* job to adapt and change with the market. Trends will come and go and we will consistently be on top of those changes. Customers might lose interest in a particular style of furniture and if we are selling “Old News” then we will lose business. As customers’ interests change, *Tastebuddies* will make sure it’s selecting furniture from craftsmen that know what the market demands. *Tastebuddies* will take full advantage of these trends because it will make our business stronger. If we supply the latest furniture trends, we will consistently have customer interest. Same with our baked goods, if the type of organic flour we use is suddenly not the way to go anymore, then we will make adjustments to keep *Tastebuddies* up on its quality.

Our biggest competition in the area are other bakeries including: Molly’s Cupcakes, Sweet Mandy B’s, Sprinkles Cupcakes, Magnolia Bakery, and Swirlz Cupcakes. Out of those famous names only one offers gluten free, sugar reduced, and sugar free options; that being Swirlz Cupcakes. So, that puts *Tastebuddies* in a prime spot for selling. We also offer a unique atmosphere unlike any other so *Tastebuddies* will be tremendous competition for the other places as well with the company info on other popular Chicago bakeries.

Pricing

In order for *Tastebuddies* to compete successfully with other businesses, we must know the pricing for other bakeries. The bakeries listed are known as the top bakeries in Chicago.

- *Sprinkles Cupcakes:*
 - \$3.50 a cupcake
- *Sweet Mandy B's:*
 - \$1.75-\$5.95, morning treats
 - \$3.95-\$4.95, Bars
 - \$10-\$26, Pies
 - \$2.50-\$3.95, Cookies
 - \$1.60-\$4.95, Cupcakes
 - \$2.25-\$5.95, Other Treats
- *Swirlz:*
 - Under \$4.00 per cupcake
- *Molly's Cupcakes:*
 - \$1.45, Mini Cupcakes
 - \$2.50, "Molly" Cupcake
 - \$3.75, Center-Filled Cupcake
 - \$2.25, Cookies
 - \$2.50, Bars
 - \$6.99/\$26.00, Pies
 - \$4.50/\$25.00, Cheesecake
 - \$2.00-\$3.75, Other
 - \$3.00, Per Serving Ice Cream
- *Magnolia Bakery:*
 - \$3.00-\$5.50, Breakfast Treats
 - \$3.50, Cupcakes
 - \$3.75, Specialty Cupcakes
 - \$10/\$32, Pies
 - \$7.50, Cheesecake
 - \$3.75-\$6.75, Banana Pudding
 - \$4.50/\$6.50, Cakes
 - \$6/\$10/\$28, Icebox Cake
 - \$5.50, Single Slices
 - \$1.25-\$3.50, Cookies
 - \$3.25, Brownies/Bars

After reviewing our competitor's prices, *Tastebuddies* finalized its own prices:

- \$3.75, Cupcakes
- \$2.50-\$3.00, Bars
- \$1.50-\$2.50, Cookies
- \$1.25-\$4.00, Other Treats
- \$4.50, Mini Pies
- \$4.00, Loaf of Bread
- \$6.00, Cake Slice

- \$36.00, Whole Cake
- Furniture Prices based on agreement with craftsmen.

Competitors in the area as well as our customer demographic determine our prices. Much of our products costs are within a range close to our competition. This is done to be competitive with them while offering more specialized products. Our customers know that they have a wide range of choices, but *Tastebuddies* would be the unique choice. He or she would get better products in a one-of-a-kind experience for an affordable cost. *Tastebuddies* shares a similar demographic as many of the bakeries in Chicago so it's important for us to keep that in mind. We don't want to appear too pricy or luxuriated to our demographic. Connecting with our customers and understanding them 100% is what will keep *Tastebuddies* ahead of our competition.

Marketing

For our marketing strategy, *Tastebuddies* will develop a website, Instagram, Twitter, Facebook, and hopefully one day an App. Our website will reflect what our company stands for and the type of creativity we inspire. We want customers to have access to our store hours, mission statement, menu, as well as nutritional information. Along with that, since we are selling repurposed furniture, we will allow our website to be a selling floor. People will have the capability to go on our website, bid, and purchase the furniture. Eventually, we will develop an App that covers orders of baked goods as well as a spot to look through the furniture we have for sale. We want our website to be interactive and make our customers feel that they're important.

Our Instagram will be done with high quality and offer a “trendy” style that our target market looks for. We'd love for our Instagram to be interactive as well so we will encourage customers to tag our name to their photos related to *Tastebuddies* and from there we can repost and develop a personal relationship with the customer. Instagram will also be a great place for us to announce deals or seasonal items. An excellent example of a well-refined and effective Instagram page is below:





anthropologie

Follow

38.8k likes

2d

anthropologie It's beginning to look a lot like ✨❄️🎄 #anthroholidays #anthrohome (link in profile to shop this room)

view all 189 comments

aligator6 @klance410 @maggieulhern 32 grand st goals

thancock2 those chairs....

jschulerud @jmasikewich how cute?!?

amie_gill @jessispagnolee that lil tree 🥰

theoptimista Love!!

andermich007 @forsterdr Christmas cheer!!!! I ❤️ Christmas and I ❤️ anthro

jarsandveggies Gorgeous ❤️

tinyhopey @katelovephoto @lovethebuttons @elle_jo @juliedavisjenkins @shalvk @caseypawelek Reminds me of college christmas!

mamabear.and.decor ✨❄️🎄 So Beautiful



Add a comment...

ooo



anthropologie

Follow

22.1k likes

9h

anthropologie We *donut* mess around when it comes to breakfast. #regam @shopcosabella

view all 114 comments

alexefontaine HEAVEN @marie.noelle

livelliott33 @bornerin 🥰🥰🥰

rocattivelli @gabystabile me debes una krysp

christinavaldez @chriscongelosi I'm craving a donut

chianine.vargas Rico❤️❤️❤️

emilyoesch @skylar.ehrenstrom 🥰🥰🥰

bornerin @livelliott33 oh gosh 🥰🥰🥰

I_novak @rachellopko

buketcolkesen 🍩

katyolewiler @e_marie_93

@kelseyrae_mcv

As one can see, Anthropology really promotes their products in an effective way that gets their customers excited. They announce new products, sales, and ideas with consistency. This keeps people in suspense and excitement for what's to come next for Anthropology. Anthropology's Instagram is very relatable to their customers; they get it.

Finally, our Twitter and Facebook will coincide with how our Instagram looks. We will utilize Twitter as a source to communicate directly with customers through retweets, favorites, and responses. We will also use the opportunity to announce deals or sales. Twitter has died down some for our target market and more people use Instagram therefore our Twitter will be refined but not a major stress for us.

Another beneficial marketing tool for *Tastebuddies* would be pop-up shops or booths. This will provide great opportunities because we would spread the word and give *Tastebuddies* the chance to create business-to-business relationships. Booths and pop-ups would be a test-run for our business. We would use the experiences with pop-up's to make our business better. So not only would this be good advertising, but also it would be a way to make *Tastebuddies* an even better operation.

All projected expenses will be carefully considered to stay within a budget. All of our accounts with social media will be free but we will include additives that will cost *Tastebuddies* a marketing expense. We will have an Instagram/Twitter specialist to make our page a grand success. (The cost of a specialist is detailed below in our expense workbook). Our website will be one of our bigger expenses since keeping that updated will be our priority. Costs will include a domain name and a web designer. We will have access to free themes through WordPress. Once we commit to our website, we will invest in higher quality code and search optimization through Genesis. The price for that investment could be between \$59-\$87. Yearly membership cost through DevPress would be \$69. That startup will be the most important, outside of that, I, as the owner, can update it as needed.

Participating in pop-up shops will also be an important cost for us to consider. The overall cost will come from licensing, permits, checkout counter, cases, insurance, and space rental. These are all important things *Tastebuddies* will need in order to open a pop-up shop legally and safely. (Refer to excel workbook). Our first pop-up shop will be held in Lincoln Park in a "rustic hideaway." The location includes Wi-Fi, outdoor area, public transportation, chairs, a kitchen, dining plates/utensils, parking spaces, tables, and restrooms. The rates are:

- \$150/per hour for 10-15 guests
- \$50 per additional 10 guests per hour after
- Max of 30 guests
- 5 hour minimum

This will be our biggest expense since we will put all our efforts into this event. (Details can be seen in our excel workbook/financing portion of business plan). The details regarding the event will come together in time once we establish a budget and appropriate time for the event.

Marketing Ideas/Examples:



917 W. Armitage Chicago, IL
60614

Tastebuddies Bakery & Repurposed Furniture Store





Tastebuddies Bakery & Repurposed Furniture Store

917 W. Armitage Chicago, IL
60614

*Stop by for something sweet &
dine in a unique space!*

Sales and Distribution

Tastebuddies will sell all baked goods in store or online for major orders. Our repurposed furniture will also be purchasable in store as well as online for bidding. We will sell our product based on interest. Customers will walk in with a purpose knowing that we sell what they're looking for. Our sign says bakery right on it so people will know as they walk in what they're there for. Additionally, bakeries exude a pleasant smell so that will also draw customers in. Our staff will be bubbly and fun to accommodate the demographic. The staff will direct our customers towards a purchase through their personality and attentiveness. *Tastebuddies* will have Help Wanted signs to get people to come in for interviews. We will post job openings on Indeed.com and our presence of coming to the neighborhood will let people know there's a new place needing jobs. *Tastebuddies* will have five Front of the House staff working twenty hours per individual on average. We will also have two Back of the House workers who are in charge of baking. They will work eighty hours total divided up between them. We will have two bakers' assistants working twenty hours apiece. All employees will receive employee discounts of 20% on all products and our head bakers will receive bonus checks at the end of the year.

Our location and approach is a direct challenge to our competition because they are also located in old buildings with a modern, cute feel inside. They're also all located in young, vibrant parts of the city. We want our staff to work in the best conditions compared to other businesses. Our location will be in a prime shopping area in Lincoln Park on W. Armitage. With a few cafes in the area, we have an advantage from the precise spot we have leased since we are right in the heart of it all.

Operations

The most important part of running our business is the natural ingredients. *Tastebuddies* makes it a promise to our customers and we also consider those with food allergies. All ingredients will cost around \$1,300 every month. We will purchase in bulk to get the best price for our supplies but will also stay conscientious of expiration dates. All raw materials are accessible by online bulk ingredient stores such as *Webstaurant*. Everything *Tastebuddies* needs to run the bakery is accessible to us quickly through the online source. Major costs and capital outlay include: Ovens, proof boxes, baking sheets, baking rack, mixers, dough mixer, work tables, sinks, bread slicer, scales, decorating tools, ingredient bins, refrigerator, display case, packaging, and ingredients. Many of these items, such as the ovens will be a one-time capital outlay and part of our startup cost.

Our repurposed furniture will be more of a challenge to accumulate since they have to be provided by craftsmen for display. We will have to be in good communication with neighborhood craftsmen in order to secure the items. Before *Tastebuddies* opening, we will be scouting local craftsmen to ask them to sell in our unique space. *Tastebuddies* will purchase some of the pieces to have as permanent furniture in the bakery.

For staff, *Tastebuddies* will need five dedicated part timers, two full time head bakers, and two part time baker's assistants. The staff would ideally grow over time, but for our start up purposes, this will be just right. Our five Front of the House staff members will be in charge of running the counter. They'll take orders, work the register, and communicate with customers. They will also handle keeping the Front of the House clean. The full time bakers will have their

own schedule separate from part time hours. They'll be in charge of baking all products and communicating with assistants and owner as to what is going on. Their sole purpose is to get everything made in a timely manner. Assistants will be there as extra hands and occasional Front of the House helpers if we happen to be busy. The owner will be there often to assist in all areas and to train staff.

Tastebuddies ownership will handle quality control through the initial effort of training. Each employee will need to know the requirements for handling food and beverage in a bakery. All sanitary precautions and requirements will be taken in order to run a smooth and clean business. If something happened to come up such as a customer complaint, it will be handled accordingly and depending on the issue, disciplinary action will be taken. Material purchases will be handled on a "Need To" and monthly basis. Ingredients will be monthly, packaging will most likely be monthly, and so on.

Customer service is built into our business plan. We want to provide a unique experience for customers and that alone will dictate the need for high quality customer service. We will achieve the highest quality customer service by our efforts in training staff. We will follow the saying "The customer is always right." We will provide the natural products as promised and take care of our dedicated customers. We want each individual to feel as if they're coming into a home environment to get quality-baked goods that aren't artificial. All the while you can dine in a unique setting while also being inspired by local craftsmen's furniture.

Financials

Cash Requirement For Start Up Cost & Capital					
Start Up Expenses	Dollar Amount	Description			
Rent	\$ 4,200.00	First Months Rent			
Liability Insurance	\$ 500.00	Annual Product Liability Ins.			
Property Insurance	\$ 500.00	Annual Property Insurance premium			
Packaging	\$ 315.00				
Ingredients	\$ 1,300.00	Initial Raw Material Req.			
Food/Drink License	\$ 120.00	Annual License			
Permit	\$ 70.00	Annual Pop Up Store Permit			
Advertising/Marketing	\$ 599.00	Grand Opening Announcment in Chicago Food Mag.& Web Design			
Total	\$ 7,604.00				

Initial Capital Investment	Dollar Amount			
Ovens	\$ 14,000.00			
Proof Boxes	\$ 2,500.00			
Baking Sheets	\$ 50.00			
Baking Rack	\$ 300.00			
Mixers	\$ 700.00			
Dough Mixer	\$ 2,100.00			
Work Tables	\$ 330.00			
Sinks	\$ 350.00			
Miscellaneous	\$ 10,000.00	Cooking Utensils & Display Cases		
Furniture	\$ 4,800.00	Customer Seating		
Portable Checkout Counter	\$ 225.00			
Portable Cases	\$ 190.00			
Total	\$ 35,545.00			

Financing Start Up Requirement							
Bank Debt	60%	\$28,469.40	10yr. 4% Interest Loan - \$289 monthly payment				
Equity Investment	40%	\$18,979.60					

Tastebuddies Annual Operating Budget

Revenues				
Revenues From Baked Goods	\$ 306,996.00			
Furniture Sale Commission	\$ 20,000.00	10% of Sales		
Total Revenues	\$ 326,996.00			

Operating Expenses				
Rent	\$ 50,400.00			
Insurance	\$ 1,000.00			
Salary/Wages	\$ 133,440.00			
Depreciation Ass. W/ Capital Equipment	\$ 2,962.08	Annual Depreciation Expense		
Utilities	\$ 9,600.00			
Ingredients	\$ 15,600.00			
Advertising/Marketing	\$ 599.00			
Food/Drink License	\$ 120.00			
Permit	\$ 70.00			
Packaging	\$ 3,780.00			
Total Operating	\$ 213,791.08			
Annual Financing Cost	\$ 621.10	Estimated Interest Cost on Debt Financing		
Total Operating & Financing Cost	\$ 214,412.18			
Net Operating Result	\$ 112,583.82			

Annual Revenue Composition				
	Baked Good	Cost	Quantity	Total
	Cupcakes	\$ 3.75	18,000	\$ 67,500.00
	Bars	\$ 2.75	14,400	\$ 39,600.00
	Cookies	\$ 2.00	14,400	\$ 28,800.00
	Other Treats	\$ 2.75	12,000	\$ 33,000.00
	Mini Pies	\$ 4.50	12,000	\$ 54,000.00
	Breads	\$ 4.00	3,600	\$ 14,400.00
	Cake Slices	\$ 6.00	7,296	\$ 43,776.00
	Whole Cake	\$ 36.00	720	\$ 25,920.00
Baked Goods Revenue			82,416	\$306,996.00
Furniture Revenue		\$200,000.00	0.1	\$ 20,000.00

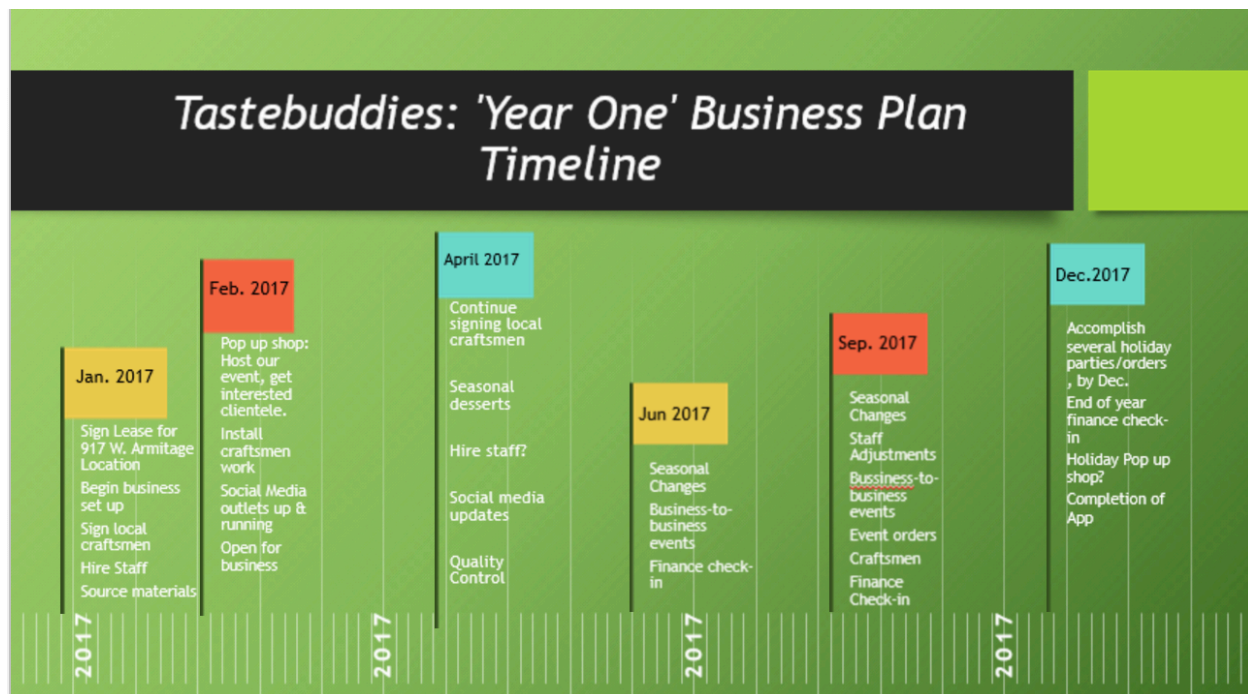
Tastebuddies Annual Operating Budget

Revenues				
Revenues From Baked Goods	\$ 207,612.00			
Furniture Sale Commission	\$ 6,800.18	10% of Sales		
Total Revenues	\$ 214,412.18			

Operating Expenses				
Rent	\$ 50,400.00			
Insurance	\$ 1,000.00			
Salary/Wages	\$ 133,440.00			
Depreciation Ass. W/ Capital Equipment	\$ 2,962.08	Annual Depreciation Expense		
Utilities	\$ 9,600.00			
Ingredients	\$ 15,600.00			
Advertising/Marketing	\$ 599.00			
Food/Drink License	\$ 120.00			
Permit	\$ 70.00			
Packaging	\$ 3,780.00			
Total Operating	\$ 213,791.08			
Annual Financing Cost	\$ 621.10			
Total Operating & Financing Cost	\$ 214,412.18			
Net Operating Result	\$ (0.00)			

Annual Revenue Composition				
	Baked Good	Cost	Quantity	Total
	Cupcakes	\$ 3.75	9,000	\$ 33,750.00
	Bars	\$ 2.75	10,800	\$ 29,700.00
	Cookies	\$ 2.00	7,920	\$ 15,840.00
	Other Treats	\$ 2.75	9,000	\$ 24,750.00
	Mini Pies	\$ 4.50	9,000	\$ 40,500.00
	Breads	\$ 4.00	2,700	\$ 10,800.00
	Cake Slices	\$ 6.00	5,472	\$ 32,832.00
	Whole Cake	\$ 36.00	540	\$ 19,440.00
Baked Goods Revenue			54,432	\$207,612.00
Furniture Revenue		\$ 68,001.80	0.1	\$ 6,800.18

Project Timeline



Going in to detail of our year one timeline one can see that *Tastebuddies* has a lot of projected goals. In January of 2017, we will take the initial step in signing the lease to our rental space. We do not have a specific date for that since real-estate dealings could always fall through. It is our goal though to have occupancy of 917 W. Armitage within that month of January. From there we will begin our business set up. For us this means making sure all of our start up equipment is delivered, set up, and put through a test run. We can't open for business if our ovens and tools aren't prepped. During that time, we will also be reaching out to local craftsmen for repurposed furniture. We will be purchasing furniture so we have customer seating, and we will also be signing contracts with craftsmen so no legal issues are approached. Additionally, we will be hiring our staff. This is anticipated to take the longest for our month of January because *Tastebuddies* will only hire those that fit the part. We will be very specific, but this will be effective in running our business smoothly. Sourcing materials will also be an important part of our start up since we will need to select ingredients, tools, packaging, etc. amongst many brands. *Tastebuddies* will be especially selective in this process since our mission is to bring the highest quality ingredients.

The month of February 2017 is going to be a very big month for *Tastebuddies*. We plan to start the month off with a pop up shop to gain interest in our business. We will be supplying samples of our baked goods and special deals. This will be a great opportunity for us to work with another local business through renting a small retail space. The event will be a calm social event where people can literally get a taste of *Tastebuddies*. During the month of February we will also be installing our local craftsmen's work in the store with contracts being signed. We hope to get our social media outlets up and running by this time so people can find us easily on the web. Once our main goals of the month are completed, we will officially open for business. We hope that the pop up shop and our social media will generate customer interest for us to have a successful grand opening.

Moving along to April, we will continue to sign craftsmen to our store both new or previous partners. It will also be shifting seasons so we will be working on seasonal desserts and flavors. With seasonal changes, comes seasonal change in specials. We will expand our menu around the Easter holiday since many will want whole cakes, pies, cookie orders, etc. As the seasons change, we will also hire more staff if necessary. We don't plan to lose any workers between our opening and now, but if we are short-handed then we will need to seek more employees. We also plan to update our social media outlets accordingly. At this point in the business, *Tastebuddies* will perform quality control on all aspects of the business. This will require employee and customer surveys as well as our current supplies and ingredient quality.

June 2017 will bring another movement of seasonal changes in the summer. These changes will be similar to our previous seasonal changes. We will also be working on business-to-business relationships through dessert catering, more pop-up shops, and other teamwork opportunities. At this point, *Tastebuddies* will need to do a finance check to see if we are living up to our goals and making sure everything is in order. This will help us with the rest of the year's projections.

September 2017 will be a seasonal transition to fall/school year therefore adjusting what *Tastebuddies* has to offer. Since this part of the year will likely come with a loss in employees due to college or other opportunities, we will need to make staff adjustments. Whether that be

adding or shifting employees around based on hours, we must be fully prepared for these changes. We will also continue our business-to-business relations and hopefully at this point customers will know us by name right away. The end of summer is a fairly popular time for weddings so *Tastebuddies* will make efforts to take large orders for such events. Additionally, we will also be in contact with our current craftsmen while also seeking out new partners. A finance check-in will also be done in this time to prepare for the start of a new season and the fact we are getting close to the end of the year.

December 2017 will be a major month for us in terms of parties, orders, possible pop-up shop, and a new App. We are expecting to receive many calls and orders for customers and businesses holiday parties. We will also be adjusting our menu for the spirit of the season. The App is going to be our biggest dedication of time. This App will allow customers to submit orders, bid on repurposed furniture available, and check out our seasonal menus. We want it to be interactive so customers can meet other customers and have some fun with the addition of furniture bidding. *Tastebuddies* will be fully developed with the addition of an App. The end of the year also requires an end of the year finance check-in. This is where we find out if our goals and expectations were met or surpassed. Based on our research we believe that *Tastebuddies* will be highly successful as long as we follow our Business Plan Timeline.

Conclusion

Tastebuddies dedicates itself to achieving customer satisfaction through quality-baked goods while in a unique, one-of-a-kind experience. The details of our business plan will help us to achieve that. Extensive research was done on understanding our target market and competition so *Tastebuddies* is fully prepared for the food industry. Additionally, our unique touch of repurposed, purchasable furniture as customer seating makes *Tastebuddies* a hot commodity. Based on Mintel statistics, a business such as *Tastebuddies* is more than capable of being successful in the business world.

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