

## **Section I – Executive Summary**

*Complete this section after the rest of the business plan. Simply highlight the most important aspects of the plan.*

## **Section II – Mission, Goals and Objectives**

### **General Description of Business**

*What business are you in? What are the key products or services of your business?*

Healthy Doughnuts is the latest addition to the food service industry. We are a provider of a variety of healthy choices of organic donuts made with the purest ingredients. Our products are made with whole wheat flour, fresh ingredients, no preservatives or chemicals.

*What market do you believe exists for these products or services? (Describe your current market).*

The market for Donuts has been steady if not growing for the past decade. However, we do believe that there is possible growth especially in the healthy segment of the market. Currently there are no known places that offer healthy organic yet delicious donuts. The public's love affair with donuts is unwavering as donuts have been a staple of American culture for many years. Nevertheless, customers are asking for healthier choices that fit their healthy lifestyles, particularly with the growing concern over obesity, heart disease, and diabetes.

*What is the location of your business? Why is this advantageous?*

Our flag store will be located in a busy upscale Santana Row shopping center adjacent to the 680 freeway in San Jose. This location is a prime location giving us access to the affluent neighborhood of South San Jose, the thousands of shoppers who flock to Santana Row on a daily basis and the work commuter who access the 680 freeway every day.

*How do you operate your business? Who is involved in the operations? How much of your time is spent in the business?*

Because we are in the business of providing fresh morning breakfast items and daily treats, we are operating our business seven days a week. The business will be operated by owner Homer Simpson with help from manager and partner Peter Griffin. The partners will each spend an equal amount of time tending to the business and managing operations during alternating weekends.

*In what stage of development is your business? (Development stage, first year of operations, stable or mature business, stagnant mature business, etc...)*

Healthy Doughnut is a new start-up business in the planning stages. We are currently working with investors on securing seed money to finance the operation. We have already secured a location and negotiated deals with suppliers to provide us with quality ingredients and raw materials.

*Is growth a part of your plan for your business? If so, describe what kind of growth you are projecting and how you think that growth will occur (adding products or services, expanding your market, changing your product or service mix, etc...)*

As a new start-up company, our main goal is establishing our business and focusing on survivability during the first year. As our store becomes well-established and we acquire a clientele, we will shift our focus towards growth and expansion. We plan to first expand our products and services including adding new bakery items with a focus on European pastries like croissant, tarts, and Brioches.