

## ***Mission Statement***

*What is the vision for the future of your business?*

As a provider of quality high-end healthy baked goods, our vision is to make Doughnuts the number one provider of healthy baked goods and provide our customers with a unique place to socialize and relax in a friendly and warm environment.

*What is the purpose of your business – internally and externally?*

Doughnuts main internal and external purposes is to provide a safe work environment for our employees, a healthy financial return for our investors, quality products for our customers, and support for our community.

*Include your Mission Statement*

Our goal is to be the Bakery house of choice for the local community, downtown business workers, tourists who visit the city and shoppers who patronize the Santana Row shopping center, by providing a higher quality experience than any competitor.

As such we intend to create a bakery that quickly achieves profitability and sustain an attractive rate of return for our investors.

We also plan to contribute to the welfare of the local community by supporting charitable and civic activities. We will also support local merchants, farmers, and suppliers.

## **Goals and Objectives**

*What are your short-term (within one year) and long-term (two to five years) goals and the objectives to reach your goals?*

Our short term goal within the first year will focus on customer acquisition, sales growth, and reaching profitability. Thereafter, we will look into opening new stores in similar affluent areas around the San Francisco Bay Area. As we expand our brand, we might incorporate and franchise our brand.

## **Section III – Background Information**

### **Industry Information**

*Identify your business industry. What are the current industry trends? Include growth patterns, niche markets and size of the market.*

Healthy Doughnuts is a food industry type of business. Unlike other industries that have suffered in the tough economy, the food industry has seen tremendous growth, especially in the comfort food market.

*What are the future industry trends?*

Because we specialized in providing high end quality products to a particular niche market, we anticipate that the healthy bakery market will continue to grow as more and more people are becoming health conscious.