

Competitive Analysis

List your strongest three to five competitors and where they are located. What customer profiles are they targeting?

Our three main competitors are Cocola Bakery located in the heart of Santana Row, Kara's Cupcakes located on Olin Avenue, just few blocks for Santana Row, and Boudin Sourdough Bakery located on Stevens Creek Blvd. All three Bakeries offer high quality baked items; however, none of them have any healthy offerings as we do.

What are their strengths and weaknesses? Include the following factors: products, price, quality, location, selection, customer service, expertise, reliability, reputation, management and advertising.

Cocola Bakery has a good reputation in the area; they offer a wide-selection of high quality expensive cakes and pastries. They cater to high-end customers who enjoy the delights of European pastries.

Kara's Cupcakes offers good quality expensive cupcakes made with rich ingredients. Kara's customers are mainly affluent parents who are willing to pay premium price to purchase small cupcakes for their children.

Boudin Sourdough Bakery is a well-known San Francisco based bakery chain that offers fresh baked sourdough breads and other pastry treats; they also sell a variety of fresh-made sandwiches.

What are your key competitive advantages? Explain why customers will buy from you rather than your competition.

Our key competitive advantage is our ability to offer high quality healthy products at competitive prices. Once they come to our stores and purchase our products, our customers will see the difference between our products and those of our competitors, not only in terms of quality but also in terms of prices.

Market Potential

Describe your geographic trade area.

Describe the size of your market in terms of potential customers. Include whether this market is growing, stable, declining and why.

What is your market potential in terms of total potential sales? This should be based on market size, target market size, number that will be actual customers, average order size and number of orders per year.

Pricing

How will you price products/services? If necessary, include price strategy chart. Make sure you have considered your cost of goods.