

**Project name:**

Baked by Julie (food blog and online bakery)

**Key Activities**

- Retail:
  - + Baking product
  - + Ensuring quality product (quality control)
  - + Maintain comprehensive selection of goods
  - + Pricing & selling goods
  - + Maintaining and managing stores
  - + Inventory management
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- + Maintain website & social media
- + Strategy
- + Events planning.
- + Marketing.

**Key Propositions**

- What we do:
  - + Sell a wide variety of deserts.
  - + Sell catchy package deals like: What's for breakfast, Tea for two, Bento lunch, Wedding packages, Birthday packages, etc..
  - + Sell special seasonal and occasional products: Valentine day, Christmas and New year treats, etc.
  - + Sell Monthly suscription boxes with the different kind of sweet treats.
- What Makes us unique:
  - + Special products.

**Customer Relationships**

- Door-to-door delivery
- Accessible customer service (phone, email, etc.)
- Ongoing customer communication, support, contact and dialogue via Social Media
- Event hosting & Catering
- Fundraiser hosting e-Club
- Shopping, purchase, and delivery convenience via e-commerce

**Channels**

- Awareness: Facebook, Instagram, website.
- Purchase: website/ cash on delivery.
- Delivery: Delivery door-to-door.
- After Sales: Loyalty Program.

**Cost Structure**

- Annual cost:
- Accounting
  - Legal
  - Payroll & Benefits
  - Telecommunications
  - Advertising

**Management/Administration****Revenue Streams**

- Retail Sales
- E-Commerce Sales
- Catering & Business Purchases
- Events
- Fund raising
- Different menu offerings
- Gift Card purchases

**Key Partners**

- Suppliers: Ingredients and utilities (investigating)
- Social media chanel partner (Instagram, Facebook, youtube)
- Distribution (Foodora, wolt)
- Payment gateway.

**Customer Segments**

- Early adopters.
- Foodies.
- Vegetarians and allergies (gluten free, diary free, lactose free...)
- Couples (wedding cakes and savouries)
- Family with school-aged children ( higher spending than other segments)

**Key Resources**

- Physical:
  - + Kitchen
  - + Inventory
  - + Equipment
- Intellectual:
  - + Recipes
  - + Suppliers
  - + Branding/Reputation
- Human:
  - + Employees.
  - + Suppliers.
- Financials:
  - + Investment.
  - + Cash-on-hand.