



Ph: 614-625-8464
Email: kip@beehivebread.com
www.beehivebread.com

Beehive Bread Co. Consulting Services

Why Open an Independent Bakery?

WHAT WE OFFER:

- Complete bakery setup know-how
- Consultations and trouble shooting for existing bakeries
- Recipes for specialty breads and sweets
- On-site training for you and your employees
- Recipe development
- No monthly or hidden fees
- Personal attention
- Employee hiring and management tools
- Cash flow and expense tracking
- On-going support for all of your needs

Owning a bakery is a wonderful way of life. You provide a product that everybody loves and you're doing it because you love baking and making people happy.

There are lots of business to jump into, however, bakeries have proven to be resilient to down economies and usually develop loyal followings in a short amount of time.

Bakeries take hard work and attention to detail in order to be successful. If you're looking for a "get rich quick" business, this is not the one for you. You don't need baking experience to be successful—we can teach, but you do need determination and a desire to make quality products ALL of the time. Consistency is

key.

The possibilities with an independent bakery are enormous. You can add various products and services in to fit the needs of your customers and



The "sweet" case at Beehive Bread Co.

increase sales.

Many bakeries also choose to offer sandwiches as well as gourmet coffees *after* they have

the bread and sweet production working flawlessly.

We encourage working on the basics of bread and sweet production and establishing a loyal clientele for at least one year before you branch into offering other items, such as sandwiches or gourmet coffee. Those items are an additional revenue source, however, they require focus in order to get them working at a profitable level.

Thank you for your interest in Beehive Bread Co. Consulting. We hope to hear from you soon!

Who Needs a Franchise?

Franchises are a great way to go if you don't mind paying large fees upfront, as well as monthly on-going fees for the use of a name. These fees can run 8%-15% of your monthly *gross*! This guarantees that the franchisor gets paid before you do. How fair is that?

Franchised businesses will argue that they offer the necessary support in order to guarantee success, when in reality, a franchised business and well planned non-franchise business have the same chance for success.

There are inherent risks with owning any business, especially during the first year. As long as you have a strong business plan, start-up capital and a partner (Beehive Bread Co. of course) with the knowledge to help you every step of the way, you have a great chance of success.

Getting Started



Georgia Pizza Bread, one of our specialties!

In order to start a business, we encourage you to write a business plan. This helps you determine exactly what you want your business to look like, not only during the first year, but in subsequent years.

After the business plan is written, we will review it to make sure it covers all of the items you need to be aware of. Also, in the event you are going to apply for a bank loan, this will be an integral part of the application process. With

the credibility of Beehive Bread Co. Consulting behind you, your chances of an easier loan approval process are increased.

In order to write a comprehensive business plan, you need to do a lot of research and leg work. Some of the steps you will need to take are:

- Site selection research
- Bakery equipment needed and the procurement

costs

- Architect fees and projected build-out costs
- Projected income for the first 5 years
- Projected breakeven
- Supplier contracting
- Plus more.....

We can assist you in all of these steps in order to help you be successful

We can assist you in writing a comprehensive business plan.

Site Selection

While we're not experts on every part of the country, we can tell you what we have seen work best for a bakery location.

Generally, you need to locate in an area that has 50,000 people within a 10 mile radius. Of course if you want to open a smaller scale bakery, then that figure can be reduced. You want to make sure there

are have enough people coming in the door to buy your product, but you also don't want to not have the capacity you need to meet demand.

Also, you need to have easy access parking, preferably right outside your door. This makes it easy to get in and out for those in a hurry.

Locating next to a park or a

location that has a post office or other essential business nearby is desired.

The other part of this is the structure itself. If you can find one that is already built-out, or the owner will do it for you, then you have saved a lot of money and time.

We will also assist you on this, because it's an important part of the equation.

Equipment and Layout

Procuring the right equipment is essential to baking awesome products. We will provide a list of equipment needed along with suppliers or suggested resellers.

In order to save money, most equipment can

be bought used, however, there are a few items that need to be new.

The size of space you choose will dictate some of the equipment purchases, such as the oven and the mixer. We will help you to maximize your space based on the layout and the size.

There is a very specific workflow associated with an efficient bakery. We will work with your architect or builder to make sure it meets this criteria.



Pumpkin Chocolate Chip Cookies

Recipes and Recipe Development



Our cooling rack

Our formulas and recipes for delicious yeast and sweet bread are some of the best around.

We have several dozen recipes and are constantly testing new ones and getting customer feedback.

We have found that tastes are regional, bread that sells well in one part of the country may not do so well elsewhere. With the variety of recipes we offer, you will find the right combination of items to sell in order to be profitable.

As you get requests from your customers for specific bread (and you will) you may not produce, contact us and we'll help you out

with recipe development. However, you need to keep in mind that you can't be everything to everyone. Making 15 loaves of bread, when you have had only one request for it, does not make sense.

The possibilities are nearly endless, however, we strongly encourage bakeries that we consult to mill their own chemical free wheat and provide healthy bread options.

No monthly fees of any kind. A one-time fee for services rendered is all you need

Time and Money Commitments

As you consider your desire to start a bakery, you need to evaluate how much time and money you will need to spend in order to be successful.

Generally you will spend the most time 6 months before and 6 months after you open your doors. Those time frames will vary depending on how much time you can commit to the bakery each day,

as well as how you have your employees structured.

The monetary outlay to start a bakery will vary considerably. Some of the variables are the type of equipment you buy (new or used), the space you lease and the improvement needed on the space.

Generally the cost to open a bakery will be anywhere from

\$90,000 to \$200,000.

Our consultation fees are:

- * Turnkey solution: \$30,000
- * Recipes and training only: \$20,000
- * Equipment list only: \$10,000
- * On-site daily consulting fees: \$500 per day plus reasonable travel fees

Competition

Our commitment (and contract) to you is that we will not train or help another bakery open that is within 15 miles of your bakery. Our first concern is to make sure you have all of the customers you need in order to be successful. If we get a request to open a bakery inside of the 15 mile limit, we may contact you to see if you will allow it. If not, end of story.

Obviously, we cannot tell you what your competition will do when a new bakery comes to town, however, we can help you with advertising and promotions that will differentiate the products that you offer.

As stated previously, our goal is to help you plan, open and run a successful bakery—and have fun

doing it. If its done right, it won't feel like work!



Our Delicious Cinnamon Rolls



Beehive Bread Company
50 S Liberty St. Ste. 166
Powell, OH 43065

Phone: 614-625-8464
Fax: 866-409-0391
E-mail: kip@beehivebread.com
Web: www.beehivebread.com

Beehive Bread Company opened its doors in Powell, OH in 2007 with an eye to bringing great bread and sweets to the area. We have cultivated a loyal following and enjoy continued success and growth.

Our business is family owned and operated with the assistance of some great part-time employees.

We look forward to hearing from you!

Start a Business in this Economy?

Just pick up a newspaper and it will tell you about the gloom and doom in the economy. Seems like there are layoffs announced every day and large corporations ready to go bankrupt.

Although it seems counterintuitive to consider opening a business, its not. Opportunities are born out of necessity.

A bakery produces goods that almost the entire population enjoys—fresh hot bread and delicious sweets.

Also, if you own a business, you are in control of your destiny. The harder and smarter you work the greater the rewards. No more worries about being laid off or less hours. While we can't promise immediate profits, they are there for those that have the tools, drive and ambition to succeed.

If you like what you have read, give us a call to discuss further and to get answers to questions you may have.

We encourage you to research your options and gather as much information as possible. We will never pressure you to make a decision—you know what's right for you.

Also, if you're in the area, stop in and take a look at our store. We'd be glad to give you a tour and talk further.

The "Beehive" Family

