



bakewave

# BAKERY BUSINESS PLAN

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## INTRODUCTION

Bake Wave Ltd is a supplier of high quality, energy-saving bakery machinery.

We also do staff sourcing and training, costing, calculation, research and product development, Food safety training (bakery HACCP) among others. For clients who buy machinery from us, this is provided as a **FREE** after-sales service.

Our retail clients include Quickmart, Mathai, Eastmatt, Gilmatt etc. and hundreds of others that we have been able to serve. Ideally, we would want your bakery's goal, to be that it can produce affordable products targeting the foreseen client market.

Also targeted include primary schools and secondary schools in the area as both customers and students.

Bake Wave Ltd will not only supply the machines but will give free support needed to achieve a world-class bakery.

## OUR MACHINERY STANDARDS AND SERVICE

Our baking ovens are CE Certified and are the world's highest quality mainly used in Europe and Asia.

Because of this, we give a one-year warranty. They have a working lifespan of 20 years. This involves a service level agreement on machines.

Occasionally, you shall enjoy world class technical inspection and service from our very strong local technical team.

Also, on buying baking units from us you get **FREE** baked products support and early bakery management.



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## OUR PROPOSAL

We propose to:

- Supply correct and good quality machines with one year's warranty.
- Design and Implementation.
- Service Level Agreement on machines.

We also offer **Free after-sales services** on:

- Sourcing of competent staff and training.
- Quality of products.
- Recipe formulation.
- Costing calculation (all products).
- Food Safety (Bakery HACCP).



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## THE BAKERY STRATEGY

The goal here is to produce mass market products, whose cost of production is low.

Then also attract distributors such as motorbike operators by selling to them at a wholesale price so as they can make some profit and distribute the product to every available retail shop.

The bakery can only distribute to its corporate clients such as schools, universities and such institutions around this area which is not very taxing

The products have to be attractive to motorbike operators to allow them distribute majority of the production

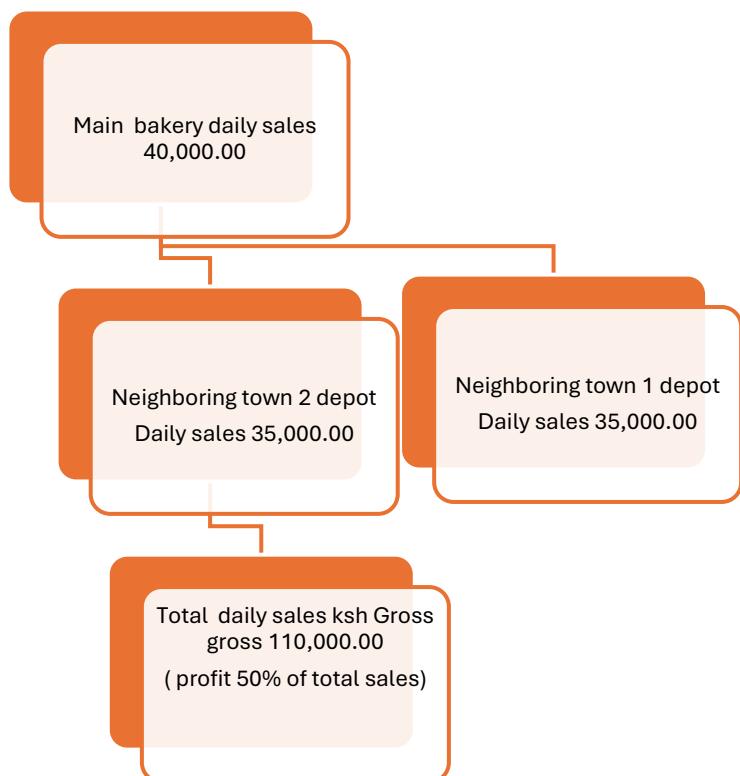
Incorporating the training school will double our profits in the way that the students will pay school fees to be trained on practicals but will also provide free labour. So, the cost of labour is expected to be very low.

## ESTIMATED MARKET PROJECTIONS

NB: This is for 12 hours production.  
In case of 24 hrs. sales will double to over ksh.200,000.00.

Also note the income from school fees for baking students that could be on average ksh.35,000.00 per course on either breads, cakes, pastries, cookies or special breads course.

It's possible to get 5-30 students per month.



# PROPOSED PRODUCTS

## (MASS MARKET PRODUCTS)

These are some of the products we can recommend for production.

### CONFECTIONERY PRODUCTS

- Manyanga - 6 pack - 250 grams
- Ring buns - 6 pack - 350 grams
- Mobile cakes - 6 pack - 350 grams
- Water cake - 6 pack - 350 grams
- Vanilla cakes - 6 pack - 290 grams
- Vanilla cakes - 12 pack - 580 grams
- White long rolls - 6 pack - 400 grams

### NORMAL BREAD

400 grams, 600 grams and 800 grams.

### SPECIAL BREAD TYPES

These are a sample of products ideal for a hot bread cake shop in an upcoming town.

Fruit Bread 400g	Twist Bread 450g
Fish Bread	Turkish Bread 500g
Peanut Short Bread	Farmers White Bread 500g
Baguette	Mini Baguette
Chicken Sausage Bread	Sausage Bread
Garlic Bread	Galette Bread
Multi Grain Bread	Viena Bread
Wholegrain Bread 400g	Oatmeal Bread 400g
Diabetic Bread 500g	Milk Aroma Bread 400g
Foccacia Bread 400g	Ciabatta Bread 400g
Salt Bread 400g	



## **COOKIES (packed) in 200grams pun nets**

These are some of the products ideal for an urban bakery setup and supermarket.

Introduce at least four types from the list below.

Star cookies	Morning glory
Coffee cookies	Finger cookies
Tea cookies	Lemon cookies
Ginger cookies	Peanut crunch
Peanut butter	Shortbread cookies
Vanilla rings	Java cookies

- Each cookie type should have a different shape.
- Natural flavors will be used wherever possible.
- Each product to have a different color corresponding to its flavor.
- Only bright colors to be used.

## **Cakes**

Queen cakes - mass market

Cake shapes - Round, heart, square - 350g, 500g & 750g

**NB: These products have to be massive and spongy because size of the product is a big fact in mass market**

They are also ideal for supermarkets and modern high-end bakeries in urban settings.

Recommended flavors of cake slices:

Red velvet slices	Lamington cakes
Coconut cakes	Strawberry slices
Chocolate cake slices	Orange cakes
Passion cakes	Banana cakes
Sponge cakes (Black forest, White forest, Swiss rolls)	Fruit cake
Peanut shortcake	Jam tart
Brownie cake	Passion soufflé
Muffins-fruit, milk, orange, strawberry etc.	



- Natural flavors will be used wherever possible to achieve the savory cake taste.
- Each product to have a different color corresponding to its flavor.
- Only bright colors to be used.

## **SPECIAL CAKES**

These are ideal for luxury setups in major towns such as in Nairobi (Kilimani/Kiambu Rd) Eldoret, Nakuru etc.

These are examples of special cakes to choose from.

Cream Cake Slice	Vegetable Cake Slice
Chocolate Cake Slice	Mocha Slice Cake
Gateau Slice	Chocolate Fudge Slice
Fruit Cake Slice	White Forest Cake Slice
Passion Cake Slice	Coconut Cake Slice
Almond Cake Slice	White Chocolate Gateau
Red Velvet Slice	Carrot Cake Slice
Nut Cake Slice	

## **SPECIAL PASTRIES**

These are products primarily for extreme luxury markets such as Kitsuru/Gigiri in Nairobi or the Kenyan Coast where there are a lot of foreigners.

These are examples of special pastries to choose from.

Millefulles	Pineapple strudel
Creamy puff	Pastry basket
Toad in a hole	Meat loaf
Danish pastries	Chicken rolls
Brazilian doughnuts	Berliner doughnuts
Fruit pie	Cheese croissant
Chocó croissant	

## COSTING CALCULATIONS

Understanding bakery costing calculation is essential for running a profitable baking business. Whether you're producing artisan bread, pastries, or custom cakes, accurately calculating your costs ensures you price your products in a way that covers expenses and delivers healthy margins.

Effective bakery costing involves breaking down every ingredient used in a recipe, determining the cost per unit, and adding overhead expenses such as labor, utilities and packaging.

By knowing exactly how much each baked item costs you to produce, you can confidently set prices, forecast profits, reduce waste, and make smarter purchasing decisions.

A well-structured costing system not only helps maintain consistency in your pricing but also boosts overall financial clarity and long-term business sustainability.

Below is an example showing costing calculations for Buns

INGREDIENTS	QUANTITY	COST PER KG	TOTAL COST
WHITE FLOUR	4.8 KGS	90	432
BROWN FLOUR	3.2 KGS	90	288
SUGAR	0.52 KGS	108	56.16
SALT	0.12 KGS	30	3.6
IMPROVER	0.028 KGS	350	9.8
YEAST	0.09 KGS	420	37.8
WHITE FAT	0.7 KGS	300	210
ELECTRICAL COST CONVECTION OVEN/HR	10 UNITS	20/UNIT	200
LABOUR	-	200	200



- Total cost of ingredients, fuel, labour = Kshs. 1,437.36
- Yield = 35 packets of 6 pack each.
- Therefore cost of producing 1 packet =  $1,437.56/35$
- = Kshs. 41.06
- Add packaging cost = Kshs. 2.00
- Therefore total cost of production = Kshs. 43.30
- Selling price = Kshs. 60.00
- Profit = Kshs. 16.70

## **EXAMPLE BREAD COSTING CALCULATIONS**

We prefer the premix method. This is whereby 5 of the key ingredients are mixed first in bulk and then used for subsequent mixes. This method minimizes errors and ensures consistency in the quality of final product.

### PREMIX PREPARATION AND ITS COST CALCULATION

ITEM	RECIPE	QTY (KG)	COST OF INGREDIENT/KG	TOTAL COST OF INGREDIENT			
1 Salt	2.5	10.0	30.00	300.00	Add all together then mix 5 minutes high speed		
2 Cooking Fat	8.0	32.0	275.00	8,800.00			
3 Calcium Propionate	0.4	1.6	350.00	560.00			
4 Bread Improver	0.3	1.2	350.00	420.00			
5 Sugar	16.5	66.0	108.00	7,128.00			
TOTAL		110.8		17,208.00			
COST OF PREMIX PER KG					155.31		

### PREARATION OF FINAL MIX (150 LOAVES)

ITEM	QTY (KG)	COST/KG	TOTAL COST			
1 White Bakers flour	38	90	3,420.00			
2 Premix	4.2	155.3	652.29			
3 Yeast	0.38	420	159.60			
TOTAL			4,231.89			
ADD 10% OVERHEADS (Labour & Electricity)			623.19			
Packaging, distribution costs and etc			300.00			
TOTAL COST			4,655.08			
COST PER LOAF			34.36			

## SOLUTIONS TO BE OFFERED BY BAKEWAVE

### **Sourcing of competent staff**

- Bakewave has been in the food industry for 10 yrs +. Therefore, the staff we will source are not only competent but honest.

### **Quality of products**

- For us to be able to compete with already established bakeries, we must produce high products. Our current staff were also involved in setting up many bakeries. Therefore, through research we have been able to come up with better products that can compete effectively.

### **Costing calculation**

- For every product the cost of raw materials, the labour, fuel used and the packaging cost must be carefully calculated before adding up the profit. This ensures fair pricing, reasonable profit and avoids any possible loss
- Do you want to know what your costs would be? Click the link below to see an estimate of how much your products would go for.
- <https://recipe.bakewave.co.ke/>

### **Damages and losses**

- Damages of well baked products are due to carelessness. Strict monitoring of both raw materials and products is a must.
- To minimize losses due to damage of well-baked products we will have the following approach:
- Making by-products such as breadcrumbs, careful selection of safe, mold-free damaged products that are then heat treated, allowed to cool before packing for sale.

### **Food Safety**

- With the Food Act in place in the constitution and due to the potential dangers of food poisoning, Bakewave adopted an international bakery Food Safety System known as Bakery HACCP that provides strict guidelines on handling food from raw materials to the final product
- All the staff have to take this training on site and are then examined.

## SOLUTIONS TO BE OFFERED BY BAKEWAVE

### **Staff Management**

- The staff sourced should be able to perform in at least three of the five departments. This will cover any inconveniences in case of offs or absenteeism
- **To avoid any conflicts among the employees, a hierarchical type of staff will be adopted from the head baker all the way to the cleaning man.**
- Sourcing will be carefully done of people whose level of honesty, character and track record is well known.

### **Competition**

Four factors come in handy: **quality, variety, branding and price**

1. **Quality** of products will have to be better than those of our immediate competitor for us to compete effectively.
2. **Variety**: We will offer above 20 products as opposed to our competitors that only offer 8 products and they outsource the others
3. **Branding**: We will introduce, a branding firm that works together with our personnel and the client to be able to come up with the best name, logo, tagline and colors for the bakery that will appear on stickers of all products and the outlook of the premise.
4. **Price**: After doing the costing for every product factoring in the raw materials, fuel, labour and cost of packaging, we will be able to come up with a selling price slightly lower than our competitors' and therefore compete effectively.



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## MACHINERY STARTUP COSTS

At Bakewave, we have curated various baking packages that will enable you to generate an estimated budget for how much it would cost to get a full baking set of machinery and they are as shown below.

**MEGA PACKAGE 1**

**1 DECK 2 TRAY OVEN**

**300 Loaves / 10hr**

**TOTAL PRICE FOR ITEMS SHOWN**

**KES 848,820 + VAT**



**ACCESSORIES**

Baking Tins (30 pcs)

Baking Trays (4 pcs)

Stainless Steel Slicing Table

**MEGA PACKAGE 2**

**2 DECK 4 TRAY OVEN**

**600 Loaves / 10hr**

**TOTAL PRICE FOR ITEMS SHOWN**

**KES 1,057,441 + VAT**



**ACCESSORIES**

Baking Tins (60 pcs)

Baking Trays (8 pcs)

Stainless Steel Slicing Table

Stainless Steel Moulding Table

Stainless Steel Sink

Stainless Steel Cooling Rack



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THIS SEASONS OFFER!

## MEGA PACKAGE 3

3 DECK 6 TRAY OVEN



**TOTAL PRICE  
FOR ITEMS SHOWN**

**KES 1,175,312 + VAT**

900 Loaves / 10hr  
FOR THIS SET



### ACCESSORIES



Baking Tins (90 pcs)



Baking Trays (12 pcs)



Stainless Steel Slicing Table



Stainless Steel Moulding Table



Stainless Steel Sink



Stainless Steel Cooling Rack

THIS SEASONS OFFER!

## MEGA PACKAGE 4

3 DECK 9 TRAY OVEN



**TOTAL PRICE  
FOR ITEMS SHOWN**

**KES 1,512,253 + VAT**

1500 Loaves / 10hr  
FOR THIS SET



### ACCESSORIES



Baking Tins (150 pcs)



Baking Trays (18 pcs)



Stainless Steel Slicing Table



Stainless Steel Moulding Table



Stainless Steel Sink



Stainless Steel Cooling Rack



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THIS SEASONS OFFER!

## MEGA PACKAGE 5

6 TRAY CONVECTION OVEN



**TOTAL PRICE  
FOR ITEMS SHOWN**

**KES 1,636,820 + VAT**



FOR THIS SET

**1000 Loaves / 10hr**



### ACCESSORIES



Baking Trays (10 pcs)



Stainless Steel Slicing Table



Stainless Steel Moulding Table



Stainless Steel Sink



Stainless Steel Cooling Rack

THIS SEASONS OFFER!

## MEGA PACKAGE 6

10 TRAY CONVECTION OVEN



**TOTAL PRICE  
FOR ITEMS SHOWN**

**KES 2,180,000 + VAT**



FOR THIS SET

**1600 Loaves / 10hr**



### ACCESSORIES



Baking Trays (16 pcs)



Stainless Steel Slicing Table



Stainless Steel Moulding Table



Stainless Steel Sink



Stainless Steel Cooling Rack



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THIS SEASONS OFFER!  
**MEGA  
PACKAGE 7**

12 TRAY CONVECTION OVEN



**TOTAL PRICE  
FOR ITEMS SHOWN**

2000 Loaves /10hr

**KES 3,270,890+ VAT**



**ACCESSORIES**



Baking Tins (200 pcs)



Baking Trays (20 pcs)



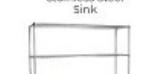
Stainless Steel Slicing Table



Stainless Steel Moulding Table



Stainless Steel Sink



Stainless Steel Cooling Rack

THIS SEASONS OFFER!  
**MEGA  
PACKAGE 8**

DUAL HYBRID POWERED  
16 TRAY ROTARY OVEN

**TOTAL PRICE  
FOR ITEMS SHOWN**

2400 Loaves / 10hr

**KES 4,896,252 + VAT**



**ACCESSORIES**



Baking Trays (32 pcs)



Baking Tins (240 pcs)



Stainless Steel Sink with worktop



Slicing Table (1pc) Moulding Table (2pc)



Bakewave Cooling Rack (2 pc) Baking Trolley (2 pcs)



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THIS SEASONS OFFER!  
**MEGA  
PACKAGE 7**

12 TRAY CONVECTION OVEN



**TOTAL PRICE  
FOR ITEMS SHOWN**

2000 Loaves /10hr

**KES 3,270,890+ VAT**

Energy Saving

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**ACCESSORIES**



Baking Tins (200 pcs)



Baking Trays (20 pcs)



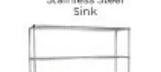
Stainless Steel Slicing Table



Stainless Steel Moulding Table



Stainless Steel Sink



Stainless Steel Cooling Rack

THIS SEASONS OFFER!  
**MEGA  
PACKAGE 8**

DUAL HYBRID POWERED  
16 TRAY ROTARY OVEN

2400 Loaves / 10hr

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**TOTAL PRICE  
FOR ITEMS SHOWN**

**KES 4,896,252 + VAT**



**ACCESSORIES**



Baking Trays (32 pcs)



Baking Tins (240 pcs)



Stainless Steel Sink with worktop



Slicing Table (1pc) Moulding Table (2pc)



Bakewave Cooling Rack (2 pc) Baking Trolley (2 pcs)



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THIS SEASON OFFER  
**MEGA  
PACKAGE 9**

**DUAL HYBRID POWERED  
32 TRAY ROTARY OVEN**

**TOTAL PRICE  
FOR ITEMS SHOWN**

**KES 6,022,765 + VAT**



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**3300 Loaves / 10hr**

**ACCESSORIES**



Baking Trays (64 pcs)



Baking Tins (330 pcs)



Stainless steel Sink with worktop



Slicing Table (1pc)



Moulding Table (2pc)



Bakewave Cooling Rack (2 pc)



Baking Trolley (4 pcs)

## Conclusion

Thank you for reviewing this bakery business plan. It has been developed to provide a clear, actionable roadmap aligning market insights, operational structure, and financial projections to support informed decision-making and sustainable growth.

We are confident that the strategies outlined here will enable you to launch, position, and scale your bakery with rigor and resilience in a competitive landscape.

Should you require refinements to the plan, we remain available to assist.

**We look forward to supporting you as you transform your vision into a thriving, recognizable bakery business.**



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# THANK YOU