



BAKERY & CAKES

BREAD | CAKES | PASTRIES | CATERING



Commercial Bakery & Cake Catering Business Plan

Public planning version for supermarket bakery investors

A practical Phase 1 bakery model for bread, buns, scones, rolls, cakes and celebration catering.



Why this location works

- A strategic roadside location gives the bakery strong roadside visibility.
- Cabro-paved parking makes it convenient for travellers and shoppers.
- The supermarket next door supports impulse purchases and repeat buying.
- Bread and cake displays should also extend into the supermarket.

Business structure

- Front room: bread, buns, scones and rolls.
- Rear room: cakes, cookies, birthdays, weddings and catering.
- Middle room: raw-material store serving both departments.

Phase 1

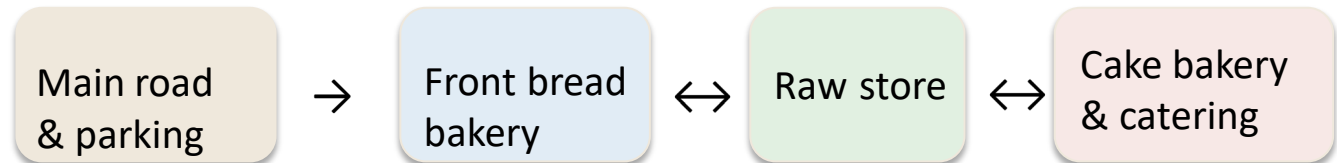
600 saleunits/day
+ cake catering

Phase 2

Scale beyond
3,000 loaves/day



Recommended operating flow

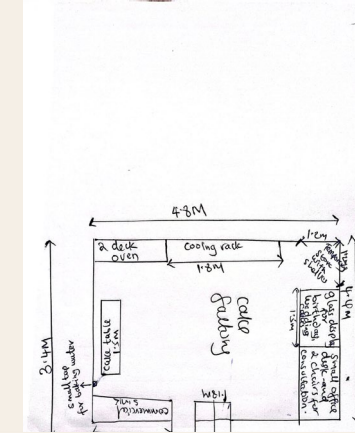
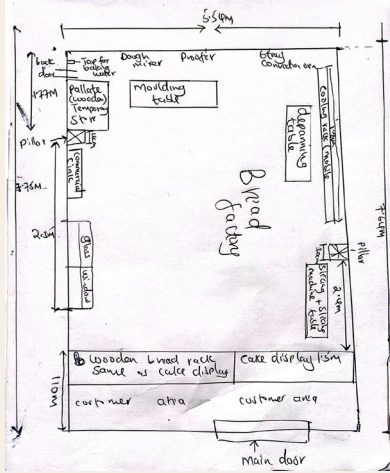


Supermarket extension: use bread rack and cake display inside the supermarket for secondary display and same-day cross-selling.

Stopover proposition: emphasize fresh bread, tea snacks, celebration cakes and quick pickup orders for travellers, households and institutions passing through the market area.

Site Study - Existing Rooms & Sketches

Based on user photos and sketches



Study highlights

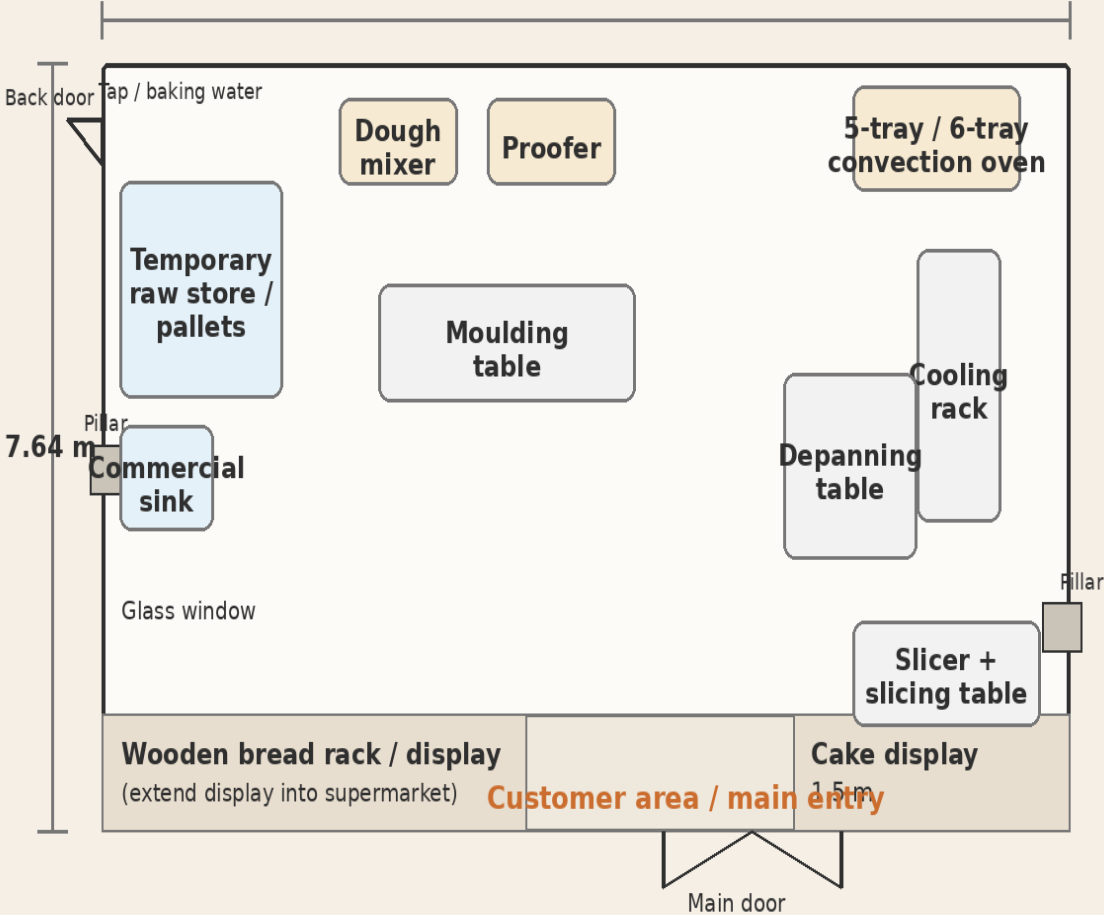
- Bread-room sketch confirms the production flow from mixing to display.
- Cake-room sketch supports a compact deck-oven, prep,

Design intention

Front room for visible daily baking; rear room for premium celebration cake production and consultation.

Front Bread Bakery - Layout Drawing

5.54 m



Bread line - recommended flow

Receive flour and ingredients from the middle raw store.

Mix -> proof -> mould -> bake -> depann -> cool -> slice -> display.

Place bread rack and cake display on the customer-facing frontage.

Use the back door for service and goods-in/out movement.

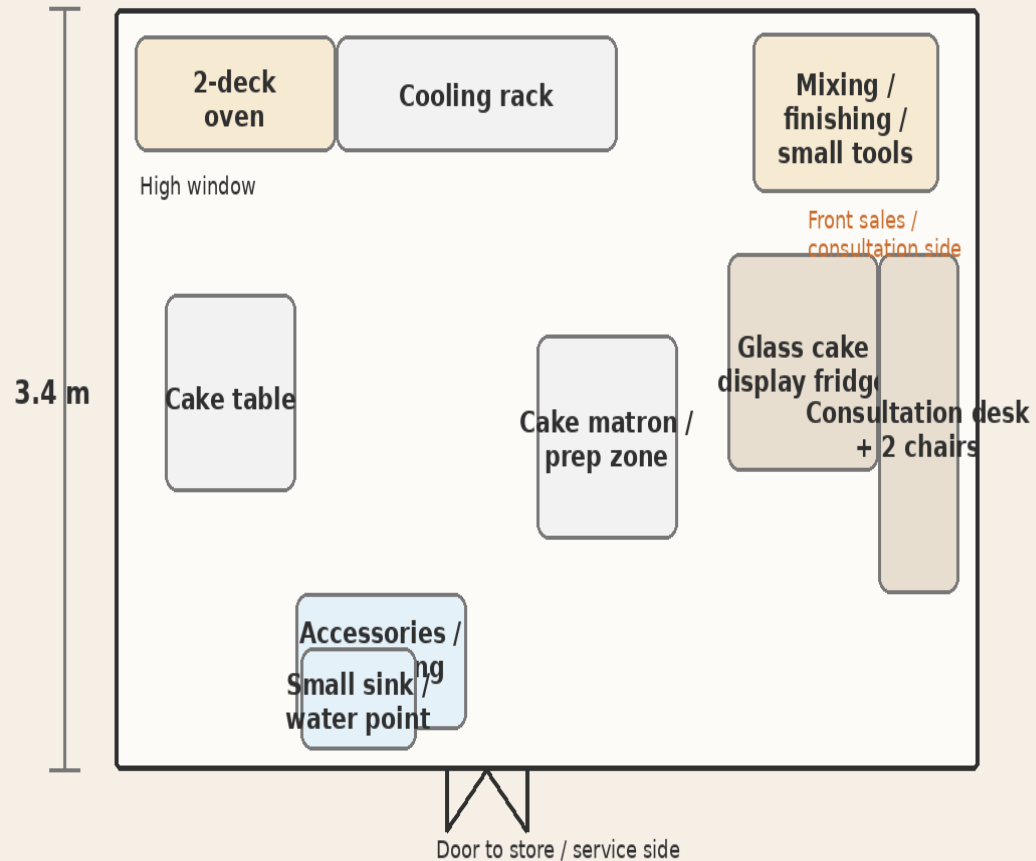
Phase 1 equipment set

Equipment	Key note
5-tray convection oven	100 loaves/hr quoted
30L spiral mixer	30kg dough
Single-door proofer	Humidity control
Bread slicer	31 slices/loaf
Cooling rack + tables	Supports finishing flow

Quoted bread bakery setup cost: KES 1,600,800 (VAT inclusive).

Cake Bakery & Catering Department - Layout Drawing

4.8 m



Recommended cake flow

- Shared raw-material store supplies flour, sugar, packaging and accessories.
- Mix -> shape -> bake -> cool -> decorate -> display / dispatch.
- Reserve neat consultation space for birthday and wedding orders.
- Keep cake display visible and premium.

Phase 1 equipment set

- 2-deck oven and 20L planetary mixer.
- Cake display fridge, tins, cups and accessories.
- Cooling rack and stainless-steel sink.

Quoted setup cost: KES 1,003,168 (VAT inclusive).

Front bread bakery

Line	Phase 1 target	Comment
Bread loaves	Up to 600 units/day*	ROI uses 400g loaf benchmark
Buns packs of 6	Part of 600-unit basket	Can raise average margin
Rolls packs	Part of 600-unit basket	Good tea-snack line
Scones packs	Part of 600-unit basket	Good roadside impulse item

*For ROI consistency, the bread model uses the validated 400g loaf cost sheet as the benchmark sale unit. In practice, the 600 units/day can be a changing mix of bread, buns, rolls and scones.

Daily commercial objective

Serve households, passersby and supermarket shoppers with fresh daily baking.

Use visible racks and same-day replenishment inside the supermarket.

Keep a fast turnaround line for breads, buns, rolls and scones.

Cake bakery & catering

Product	Target	Selling price
Queen cakes	200 pcs/day	KES 10/pc
Cake shapes	50 pcs/day	KES 150 avg.
Birthday cakes	2 per week	KES 1,000 each
Wedding cakes	1 per 2 weeks	KES 30,000 each
Mass-market cakes	300 pcs/day	KES 45/pack

Mass-market cake packaging

300 pcs/day equals 50 packs of 6, or 37 full packs of 8 plus 4 extra pieces.

Recommended pack for this phase: 6 pieces per pack for easier counting and cleaner merchandising.

Value-add services: balloons, candles, numbers, cake stands, cake tents, wine holders, photography, decor and luxury bridal transport partnerships.

Source 1 - Equipment investment

Bread bakery investment was taken from the Bakewave proforma invoice for the front bread line. Total used: KES 1,600,800 VAT inclusive.

Source 2 - Cake department investment

Cake bakery & catering investment was taken from the Bakewave proforma invoice for the deck-oven-based cake line. Total used: KES 1,003,168 VAT inclusive.

Source 3 - Bread unit cost

Bread loaf cost came from the earlier premix bread costing sheet: total cost KES 4,655.08 for 150 loaves, equal to KES 34.36 per loaf. Packaging paper cost of KES 2.10 per loaf was then added, giving a KES 36.46 benchmark cost.

Source 4 - Cake unit costs

Cake costs were updated from the revised planning inputs: queen cakes use KES 6.00 cost per piece; cake shapes use KES 80.00 average cost. Birthday/wedding cakes remain at 80% gross margin, while mass-market cake packs use the user-provided KES 25 cost.

Product	Selling price	Estimated cost	Method
Bread loaf 400g	60	36.46	Cost sheet + packaging
Queen cake	10	6.00	Revised cost input
Cake shape avg.	150	80.00	Revised cost input
Birthday cake	1,000	200	80% gross margin
Wedding cake	30,000	6,000	80% gross margin
Mass-market cake pack	45	25	User provided cost

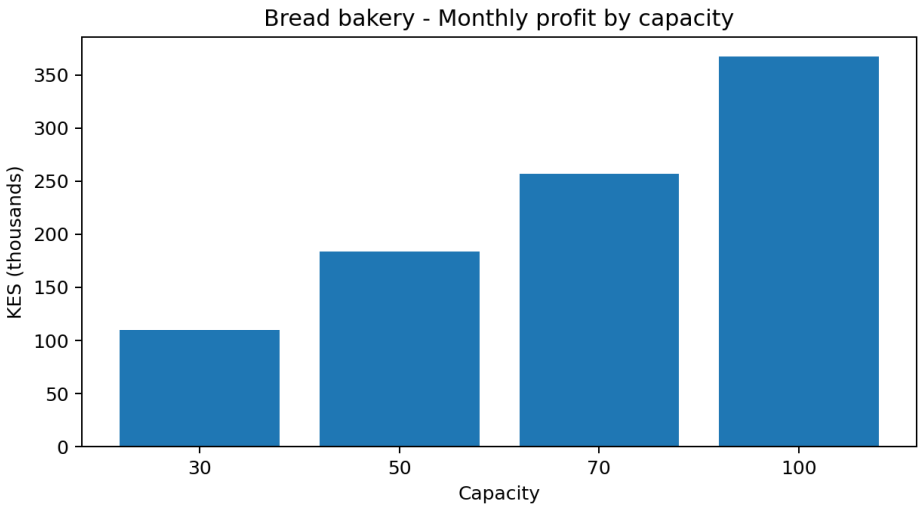
Capacity %	Units/day	Monthly revenue	Monthly cost	Monthly profit	Annual ROI %	Payback months
30	180	KES 280,800	KES 170,633	KES 110,167	82.6%	14.5 mo
50	300	KES 468,000	KES 284,388	KES 183,612	137.6%	8.7 mo
70	420	KES 655,200	KES 398,143	KES 257,057	192.7%	6.2 mo
100	600	KES 936,000	KES 568,776	KES 367,224	275.3%	4.4 mo

Interpretation

At full phase-1 capacity, the bread unit generates about KES 367,224 monthly operating profit under the loaf benchmark.

Estimated payback improves from about 14.5 months at 30% capacity to about 4.4 months at 100% capacity.

Because buns, rolls and scones can be priced favourably, the actual product mix may outperform the loaf-only benchmark.



Key numbers

Investment: KES 1,600,800
100% monthly revenue: KES 936,000
100% monthly profit: KES 367,224
100% payback: 4.4 mo

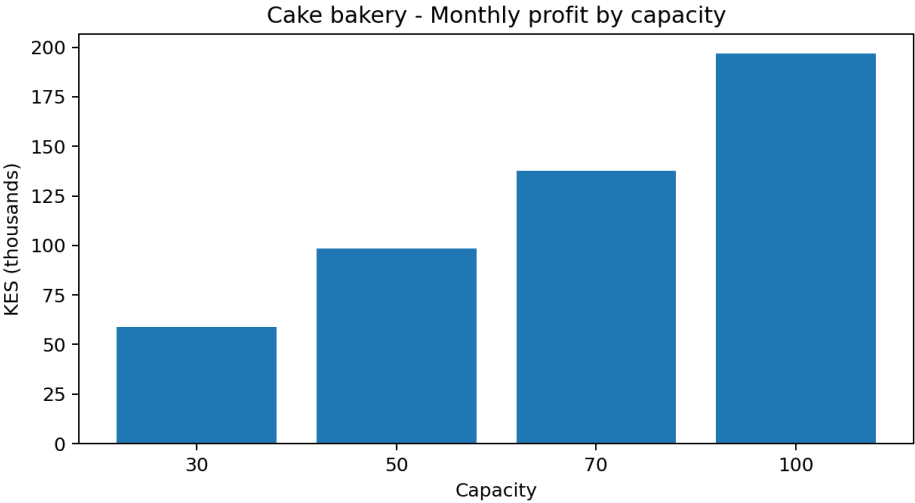
Capacity %	Monthly revenue	Monthly cost	Monthly profit	Annual ROI %	Payback months
30	KES 113,750	KES 54,730	KES 59,020	70.6%	17.0 mo
50	KES 189,583	KES 91,217	KES 98,367	117.7%	10.2 mo
70	KES 265,417	KES 127,703	KES 137,713	164.7%	7.3 mo
100	KES 379,167	KES 182,433	KES 196,733	235.3%	5.1 mo

Interpretation

At full phase-1 capacity, the cake unit now yields about KES 196,733 monthly operating profit after the revised queen cake and cake shape costs.

Estimated payback improves from about 17.0 months at 30% capacity to about 5.1 months at 100% capacity.

Premium birthday and wedding orders, event accessories and strong display discipline remain the key margin drivers.



Key numbers

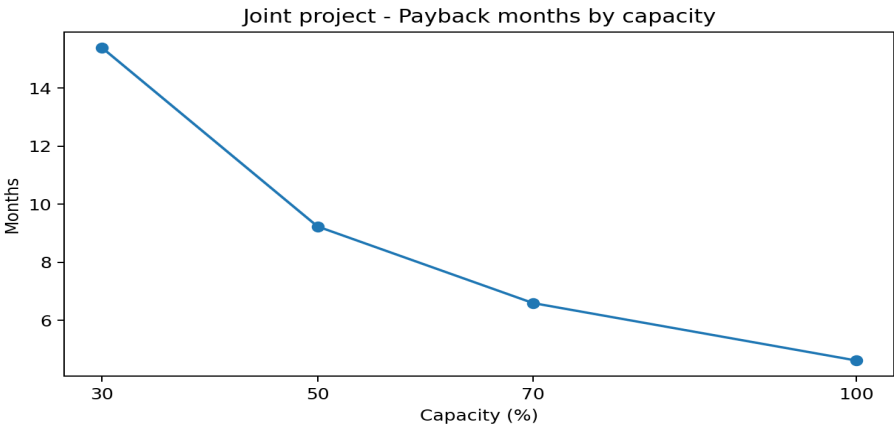
- Investment: KES 1,003,168
- 100% monthly revenue: KES 379,167
- 100% monthly profit: KES 196,733
- 100% payback: 5.1 mo

Disclaimer: cake projections use revised product-specific cost inputs and remain indicative planning estimates subject to actual recipes, wastage, labour discipline and market uptake.

Capacity %	Monthly revenue	Monthly cost	Monthly profit	Annual ROI %	Payback months
30	KES 394,550	KES 225,363	KES 169,187	78.0%	15.4 mo
50	KES 657,583	KES 375,605	KES 281,979	129.9%	9.2 mo
70	KES 920,617	KES 525,847	KES 394,770	181.9%	6.6 mo
100	KES 1,315,167	KES 751,209	KES 563,957	259.9%	4.6 mo

Joint conclusion

Total phase 1 investment: KES 2,603,968 VAT inclusive.
At full phase-1 capacity, the revised combined project can generate about KES 563,957 monthly operating profit.
Estimated total payback improves from about 15.4 mo at 30% capacity to about 4.6 mo at 100% capacity.



Phase 2 scale-up direction

Move beyond 3,000 loaves/day once local demand and repeat orders are proven.
Expand structured marketing into neighbouring towns and institutions.
At phase 2, re-evaluate production layout, power, staffing and likely oven upgrade options.

This phased approach keeps risk lower while preserving room for a future high-volume bread expansion.



Generic recommended look: charcoal fascia, warm lighting, clear product categories and strong bakery visibility.

Branding principles for public rollout

- Make the bakery signage the first thing customers notice from the road.
- Use simple category navigation: Bread | Cakes | Pastries | Catering.
- Extend displays into the supermarket to increase impulse purchases.
- Use branded packaging paper and stickers for all takeaway products.

Recommended public tagline

Fresh Daily. Cakes for Every Celebration.

This generic branding direction works for supermarket bakeries located on busy roads, shopping centers, estates, small towns and institutional markets.

Note: final branding should be adapted to each site, local language, frontage size and signage regulations.

1

Power upgrade

Copper cable upgrading to support the machines or upgrade to 3 phase.

2

Digitization

Digitize store, production and sales for stock control and accountability.

3

Wiring & plumbing

Complete machine wiring, sockets, isolators, water points and drainage.

4

KEBS application

Start KEBS compliance process early to avoid launch delays.

5

Packaging design

Design and print branded packaging paper, labels and stickers.

6

Procurement

Procure bakery tools, starter ingredients and consumables before training.

7

Staff evaluation

Assess staff skills and assign the right baker, cake matron and sales handlers.

8

Sun blocking

Install sun blocking in the main frontage, bread bakery and cake bakery.

Final notes

This proposal is a phase-1 decision tool. Final commissioning should confirm site electrical load, plumbing, ventilation, finishing works, staff readiness and market launch plan. The strongest commercial advantage is the combination of roadside stopover traffic plus supermarket cross-selling.

Disclaimer

The figures presented in Kenya Shillings (KES) are indicative estimates intended solely to support planning and decision-making. Actual costs, margins, project timing and financial outcomes may vary and should be confirmed through detailed assessment, final quotations, recipe testing and management due diligence.

Recommended immediate sequence: power and plumbing confirmation -> finishing works -> procurement -> staff evaluation -> training -> soft launch -> digital controls.

Recommended Phase 1 bread line

Equipment	Planning specification	Role in setup
5-tray convection oven	Approx. 100 loaves/hour; 380V; 11.2kW	Main bread, buns, scones and rolls oven
30L spiral mixer	Approx. 12.5kg flour / 30kg dough	Dough preparation
Single-door proofer	Humidity and thermostat control	Controlled proofing before baking
Bread slicer	31 slices per loaf	Sliced bread retail line
Tins, trays, cooling rack, slicing and depanning tables	Production support equipment	Flow from baking to display

Indicative package investment

KES 1,600,800
VAT inclusive benchmark

Public-use note: this is a planning package based on a typical supermarket bread bakery. Final pricing, equipment selection and installation requirements must be confirmed by quotation and site assessment.

Recommended Phase 1 cake department

Equipment	Planning specification	Role in setup
2-deck electric oven	4 trays; approx. 13.2kW	Cakes, madeira cakes, cookies and cake shapes
20L planetary mixer	Cake batter and cream mixing	Cake production and finishing
Refrigerated cake display	1.5m class display fridge	Retail cakes and premium presentation
Cake tins, muffin cups and queen-cake cups	Mixed sizes and shapes	Product variety and daily output
Cooling rack and stainless sink	Production support equipment	Food-safe workflow and finishing

Indicative package investment

KES 1,003,168
VAT inclusive benchmark

Public-use note: the cake department should be tailored to the intended mix of queen cakes, mass-market cake packs, birthday cakes, wedding cakes and catering accessories.



PREMIX 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
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
PREPARATION 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	

How the loaf benchmark was calculated

Premix method first combines salt, cooking fat, calcium propionate, bread improver and sugar.

Final mix uses white bakers flour, premix and yeast for a 150-loaf batch.

The template shows cost per loaf as KES 34.36.

For this proposal, packaging paper cost of KES 2.10 was added for a benchmark cost of KES 36.46 per 400g loaf.

Why this matters

This gives Bakery a practical way to manage recipe consistency, costing control and pricing discipline. The same template logic can be expanded to buns, rolls, scones and supermarket snack packs once actual recipes are approved.

Source pages are included to make the ROI assumptions traceable and easier to review with the client.





Recommended look: premium charcoal fascia, warm bakery lighting, clear category navigation and supermarket brand linkage.

Branding strategy

Make BAKERY & CAKES the dominant sign, with Supermarket as the trust anchor.

Use four simple buying cues: BREAD | CAKES | PASTRIES | CATERING.

Add warm lights to create evening visibility and a stopover feel.

Customer-facing merchandising

Place bread display close to the door and repeat the same display inside the supermarket.

Keep cakes in a visible refrigerated display, with birthday/wedding order cards.

Use branded packaging paper and stickers so every takeaway bag advertises the bakery.

Recommended tagline

Fresh Daily. Cakes for Every Celebration.

This positioning supports both daily supermarket sales and higher-value cake catering orders.

Real-Life Branded Bakery Mock-up



Commercial Bakery & Cake Catering Business Plan | Public branding concept

