

BAKEWAVE

SIMONS BAKERY

MARIAKANI, KILIFI COUNTY

COMMERCIAL BAKERY LAUNCH & CAPACITY PLAN

Public Portal Edition - Illustrative, anonymized case study



2 DECK 4 TRAY OVEN



ACCESSORIES



BREAD BAKERY STARTER SET 2

ITEM DESCRIPTION	QTY
1 Deck Oven HGB 40D. Electric 2 Deck Oven (4 Trays) L x W x H (1220 x 820 x 1310)mm	1
2 Spiral Mixer WG 30L. Flour Capacity: 12kg Dough Capacity: 35kg L x W x H (750 x 435 x 900)mm	1
3 Stainless Steel Single Door proofer with thermostat	1
4 Bread Slicer WS-31. 31 slices per loaf. L x W x H (515 x 625 x 585)mm	1
5 Bread baking Tins with lid (400gms)	60
6 Baking Trays (40 x 60) cm	8
7 Stainless Steel Slicing Table (1.5 metres - small)	1
8 Stainless Steel Cooling Rack (1.8 metres)	1

600 Loaves / 10hr

**TOTAL (INCLUSIVE VAT):
KES 914,440**

30 day validity
as from receiving this attachment

NB: FOR A COMPLETE BAKERY SET (UNDISCOUNTED)

- Layout and design
- Commissioning
- Installation
- Initial training on baked products

 inquiry@bakewave.co.ke

 3rd Godown before Plaza 2000,
Mombasa Road

 0723 056 447

! OFFER VALID WHILE STOCKS LAST !

400 g

Flagship loaf

2 routes

Retail + distribution

13 hrs

Core production day

Public website example - name, location and commercial context adapted to protect client confidentiality.

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1. Executive Summary

Simons Bakery is positioned as a supermarket-anchored hot-bread and snack bakery in Mariakani, Kilifi County. The business model combines direct retail sales from the host outlet with motorcycle distribution to nearby retailers and neighbouring centres. The example distribution routes extend toward Kaloleni, Mazeras and surrounding trading points.

The project is deliberately bread-first. The main product is a 400 g Selecta-style loaf, supported by buns, rolls, scones and a limited 800 g family loaf. Cakes are not treated as a primary revenue driver at launch because this model is designed around faster-moving daily bread and tea-snack products.

WHY THE MODEL IS ATTRACTIVE

The retail outlet provides an immediate front end, while route distribution allows the bakery to grow beyond walk-in demand. This means the same production line can serve both high-margin direct retail and wider wholesale volume.

2. Market Opportunity

Opportunity	Commercial Implication
Existing shopper traffic	Fresh bread can be sold directly through the supermarket/front retail outlet.
Known bread demand	The area already consumes established national bread brands, reducing the need to create demand from zero.
Two-channel selling	Retail captures margin; route distribution builds volume and geographic reach.
Motorcycle distribution	Two motorcycles can support short-radius daily delivery, returns control and replenishment.
Product freshness	A local bakery can compete on same-day supply, consistency and reliable availability.

3. Recommended Product Strategy

Priority	Product	Role
1	400 g Selecta-style loaf	Flagship product; main volume and brand-building SKU.
2	Buns - 6 pack	Value-added tea/snack line with attractive route-sales potential.
3	Rolls - 6 pack	Complementary value-added product with similar oven loading to buns.
4	Scones	Simple fast-moving snack line for supermarket and route sales.
5	800 g loaf	Family-size secondary bread line.
Low priority	200 g loaf	Narrower margin; better treated as a selective demand-led SKU.
Later	Cakes	Introduce only where repeat demand is proven.

Commercial positioning: Simons Bakery should not enter the market as the cheapest bread. The target is consistent quality, good volume, softness, colour, freshness and reliable supply. Retail pricing can remain stronger inside the anchor outlet while wholesale pricing supports route expansion.

Illustrative Retail + Distribution Model

Public case study: Mariakani, Kilifi County



ROUTE DISCIPLINE

Each route should track outlet name, quantity delivered, returns, cash/M-Pesa collected, credit balance and next-day order. Credit should remain tightly controlled during the launch phase.

4. Proposed Starter Equipment

Equipment	Qty
2-deck, 4-tray electric deck oven	1
Spiral mixer - approx. 35 kg dough capacity	1
Single-door proofer	1
Bread slicer	1
Bread baking tins	60
40 x 60 cm baking trays	8
Stainless steel slicing table	1
Stainless steel cooling rack	1

STARTER PACKAGE BENCHMARK

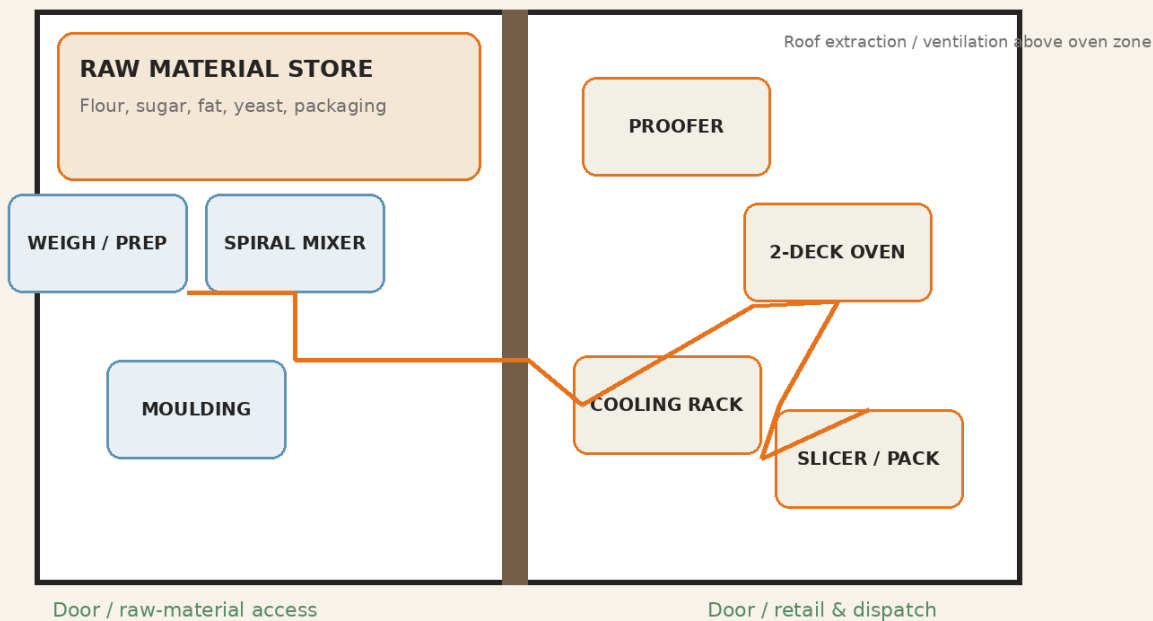
The original planning package used for this case study was KES 914,440 inclusive of VAT. Website readers should request a current quotation because equipment prices, stock and specifications may change.

5. Illustrative Bakery Setup & Production Layout

The public version uses an adapted compact footprint of roughly 5 m x 7 m. The key design objective is one-way movement from raw material receipt to packed product, while working around a structural central partition and keeping heat extraction concentrated around the oven zone.

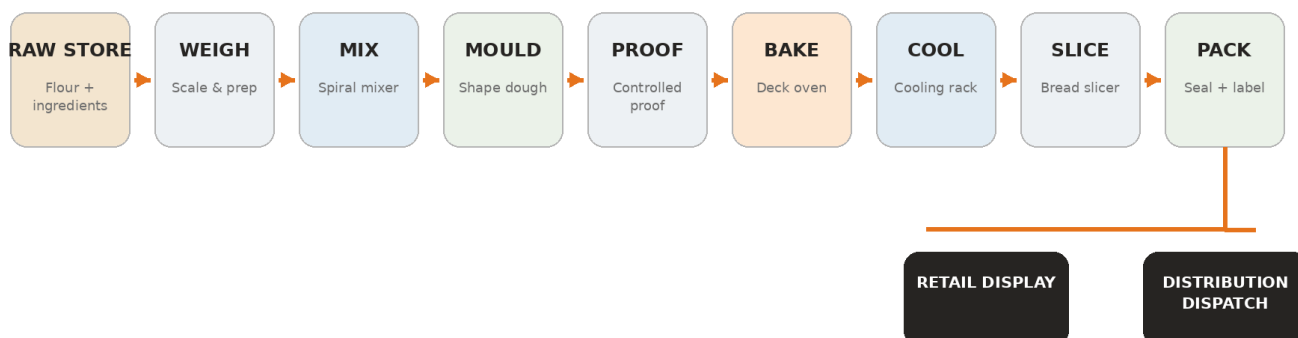
Illustrative Compact Bakery Layout

Approx. 5 m x 7 m footprint - adapted for public presentation



6. Recommended Production Flow

Recommended One-Way Production Flow



CORE PRINCIPLE

Store -> Weigh -> Mix -> Mould -> Proof -> Bake -> Cool -> Slice -> Pack -> Retail / Dispatch. The final site layout should be confirmed only after the oven choice is made, because electric and gas models require different services and clearances.

7. Production Capacity & Recommended Working Day

Product	Oven Time	Planning Rate	Approx. Daily Output
400 g Selecta-style bread	10 hrs	48 loaves/hr	480 loaves
Buns	1 hr	480 pcs/hr	480 pcs = 80 packs of 6
Scones	1 hr	Planning target	Approx. 100 pcs*
Rolls	1 hr	480 pcs/hr	480 pcs = 80 packs of 6

*Scone recipe, size and pack configuration should be finalized during commissioning. The 13-hour schedule is a practical core programme for the small oven. The 400 g Selecta-style loaf is assumed to occupy more deck area than a standard loaf, reducing the headline starter-set capacity.

8. What Happens When More Bread Sizes Are Added?

Additional Product	Rate	Extra Time	Output
200 g loaf	Approx. 120 loaves/hr	2 hrs	Approx. 240 loaves
800 g loaf	Approx. 30 loaves/hr	2 hrs	Approx. 60 loaves

17-HOUR SCENARIO

Adding two hours for 200 g bread and two hours for 800 g bread pushes the full programme from roughly 13 hours to about 17 hours. This is the central capacity warning in the starter-oven option: the oven can launch the business, but it can become the bottleneck quickly if route demand grows.

9. Product Costing & Selling Strategy

Product	Working Cost	Indicative Price	Planning Basis
400 g loaf	Approx. KES 40	KES 65 retail / KES 55 wholesale	KES 60 blended
Buns - 6 pack	Approx. KES 40	Approx. KES 55	KES 55
Rolls - 6 pack	Approx. KES 40	Approx. KES 55	KES 55
200 g loaf	Approx. KES 25-30	Market test	Not core
800 g loaf	Approx. KES 60	Approx. KES 120*	Subject to confirmation

*The 800 g selling price is an illustrative planning assumption and should be validated against local market conditions before launch. Cost estimates include the production and packaging assumptions used in this public case study.

10. Core Daily Sales Model

Product	Daily Output	Planning Price	Daily Sales
400 g bread	480	KES 60	KES 28,800
Buns - 6 pack	80 packs	KES 55	KES 4,400
Rolls - 6 pack	80 packs	KES 55	KES 4,400
CORE BASKET			KES 37,600/day
KES 37,600 Core daily sales		KES 977,600 26-day monthly sales	KES 12,000 Daily gross contribution

11. Indicative ROI at Capacity Levels

Capacity	Daily Sales	Daily Contribution	Monthly Contribution*	Equipment Payback**
50%	KES 18,800	KES 6,000	KES 156,000	~5.9 months
70%	KES 26,320	KES 8,400	KES 218,400	~4.2 months
100%	KES 37,600	KES 12,000	KES 312,000	~2.9 months

*26 production days. **Indicative payback uses the historical KES 914,440 starter-package investment only. It does not include rent, working capital, salaries, delivery costs, utilities, financing, tax, statutory costs, additional solar/generator investment or other overheads.

BREAK-EVEN PERSPECTIVE

At the modeled contribution level, the starter equipment investment equates to roughly 76 full-capacity production days, 109 days at 70% capacity and 152 days at 50% capacity. These are planning indicators, not guaranteed returns.

12. Raw Materials & Procurement

Flour quality is the foundation of bread consistency. The bakery should test strong bakers flour available through reliable millers and select the flour that delivers the required dough strength, volume, softness and consistency. Specialist ingredients such as yeast, bread improver and preservative systems should be purchased through reputable bakery ingredient suppliers, preferably in wholesale quantities. Commodity inputs such as sugar, fat and salt should be sourced competitively from reliable local wholesalers.

- Choose flour by bake performance, not price alone.
- Buy specialist bakery ingredients in wholesale quantities where practical.
- Maintain batch records so recipe performance can be traced to flour and ingredient lots.
- Use approved food-grade packaging and maintain a clean dry raw-material store.

13. Staffing Requirement

2 EXPERIENCED BREAD BAKERS

This small-oven model depends heavily on speed. Bakers should be competent in mixing, scaling, moulding, proofing, oven loading and production timing. Factory or high-output bakery experience is preferred because idle oven cycles immediately reduce daily capacity.

14. Distribution Operations

Channel	Illustrative Focus	Commercial Role
Motorcycle Route A	Mariakani and closest high-turnover outlets	Frequent replenishment, quick returns control
Motorcycle Route B	Example expansion toward Kaloleni / Mazeras	Wider route coverage and wholesale growth
Anchor retail outlet	Direct sales at the host shop	Highest-margin outlet and product-testing point

15. Electricity, Solar & Backup Strategy

The proposed 2-deck electric oven is a high-load appliance in the approximate 13 kW class. Once the mixer, proofing, slicer, lighting, refrigeration and supermarket loads are considered, the project may need to investigate a hybrid system in roughly the 25 kVA class.

SOLAR PLANNING RANGE

For budgeting only, a serious 25 kVA-class hybrid solar and battery solution can fall in the approximate KES 1.8 million to KES 3.0 million+ range depending on battery autonomy, solar array size, inverter architecture, refrigeration load, protection equipment and installation. A formal load survey and supplier design are required before commitment.

The key issue is not inverter size alone. An electric deck oven operating for many hours consumes substantial energy, so battery storage can become the most expensive part of the system. Spending heavily on solar before securing adequate bread-production capacity can therefore strain startup capital.

16. Bakewave Strategic Recommendation

Option	Strength	Watch-outs
2-deck electric starter	Lower initial bakery-equipment investment; suitable for launch	Long operating day; high electrical heating load; capacity bottleneck risk
3-deck, 6-tray gas option	Higher oven capacity; removes most baking heat load from electricity; easier backup-power strategy	Requires reliable LPG logistics and safe gas installation

RECOMMENDED DECISION PATH

Compare the 2-deck electric package with a complete 3-deck, 6-tray gas bakery package before the final purchase decision. Where reliable 50 kg LPG cylinder refilling is commercially accessible, gas may allow more capital to remain in production, route growth and working capital rather than battery infrastructure.

17. Implementation & Commissioning

Stage	Action
1. Oven decision	Choose electric 2-deck or gas 3-deck before final services design.
2. Final layout	Bakewave confirms equipment placement, flow, clearances and work zones.
3. Technical preparation	Client electrician/plumber works with Bakewave technical guidance on wiring, protection, water and drainage.
4. Equipment installation	Machines positioned, connected, levelled and tested.
5. Procurement readiness	Ingredients, packaging, tools, protective clothing and cleaning systems in place.
6. Commissioning	Recipes, mixing, proofing, baking and production timing standardized.
7. Regulatory readiness	Prepare relevant product samples and complete applicable KEBS/county/food-safety requirements.
8. Controlled launch	Begin retail sales, establish route records and scale distribution based on actual demand.

18. Decision Summary

Retail

Anchor margin

Routes

Growth engine

400 g

Core product

Gas

Upgrade option

FINAL BAKEWAVE VIEW

This business model is credible because it combines an existing retail front end with repeatable route distribution. The most important investment decision is choosing an oven that will not become undersized as the market grows. For a small launch, the 2-deck electric starter set is workable. For higher route ambition and weak grid supply, the 3-deck gas option deserves a full side-by-side comparison.

19. Disclaimer & Public-Portal Notes

This document is an illustrative public case study prepared by Bakewave Limited. "Simons Bakery" is a fictionalized name, and the Mariakani/Kilifi setting is used as an adapted example for public education and planning. It should not be interpreted as a claim that a particular business by this name exists or operates at the stated location.

- All financial figures are planning estimates and not guaranteed earnings or investment returns.
- Historical package pricing is included only to demonstrate the model; current equipment pricing and stock must be confirmed by quotation.
- Actual output depends on recipe, loaf dimensions, dough handling, proofing, bake time, operator skill, utilities, maintenance and workflow.
- Local selling prices, route demand, returns, wastage, salaries, fuel, electricity/gas, packaging, rent, finance and taxes will change actual profitability.
- Solar and battery figures are broad planning allowances only; final sizing requires a professional load assessment and supplier design.
- Gas, electrical, ventilation, fire safety, food safety, KEBS, county permits and other statutory requirements must be confirmed with the relevant professionals and authorities before installation or commercial launch.

REQUEST A PROJECT-SPECIFIC PROPOSAL

Bakewave can prepare a current site-specific bakery layout, equipment quotation, production plan and commissioning roadmap after reviewing your products, target daily output, available space and utilities.

BAKEWAVE LIMITED

Commercial Bakery Equipment | Installation | Layout & Design | Training & Commissioning

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