

Online Artisanal Pastry Shop - Case Study

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AGENDA

1

Company description

2

SWOT Analysis

3

Survey Analysis

4

Conclusions

1. Company description

- “Rawbakery.ro” is an online raw-vegan bakery based in Bucharest that started in 2018 out of the desire of two sisters
- Desserts are made without gluten, without sugar, without dairy, without egg, with special taste and from certified organic ingredients
- Raw-vegan sweets do not require cooking, it is placed in a freezer in order to be "cooled", which takes the role of the oven and helps to "coagulate" the contents.



Financial Statement of “Rawbakery” pastry

	2020	2019	2018
Profit and loss account			
Sales	120.094	95.643	63.593
TOTAL REVENUES	132.273	111.838	64.644
TOTAL EXPENSES	115.807	100.750	60.972
Profit befor tax			
Profit/Loss	16.466	11.088	3.673
Net Profit			
Profit/Loss	15.453	10.114	3.033

2. SWOT Analysis

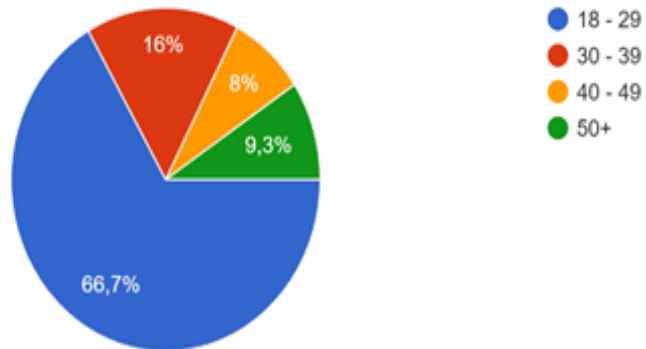
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">● Professional and trained personnel● Quality customers service● Strong customer base and loyalty● Competitive prices● Stylish look of online store and social media pages● Easy, fast, and safe ordering● Healthy sweets for children and diabetics	<ul style="list-style-type: none">● A weak brand name● Inability to stock enough products● Forecasting consumption and trends● High marketing expenses● Inability to physically display the products in a showcase
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">● Customers open to new innovative products● Quality and environment aware customers● Marketing/rising popularity through social media	<ul style="list-style-type: none">● Substitute products● Competition selling products at a cheaper price● Delays in orders● Unavailability of marketed products● Shifts in customer preferences

3. Survey Analysis

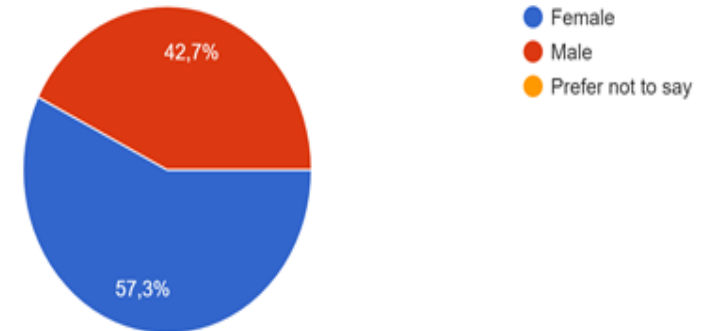
- My study aimed to find out to what extent sweets are presented in the lives of surveyed people, how much their consumption contributes to the creation of a state of well-being or family memories, and if they consider a healthier alternative of desserts.

1. Age

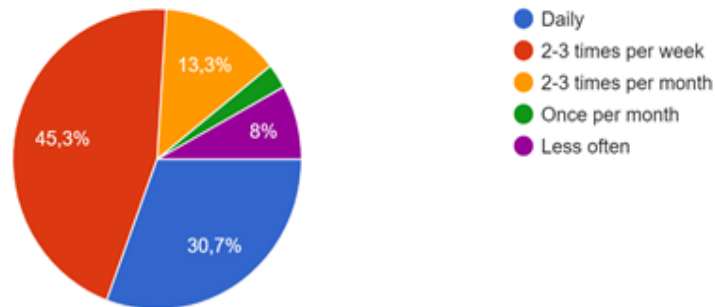
75 answers



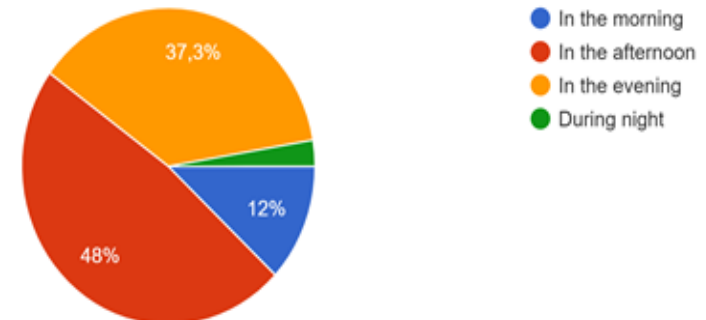
2. Gender



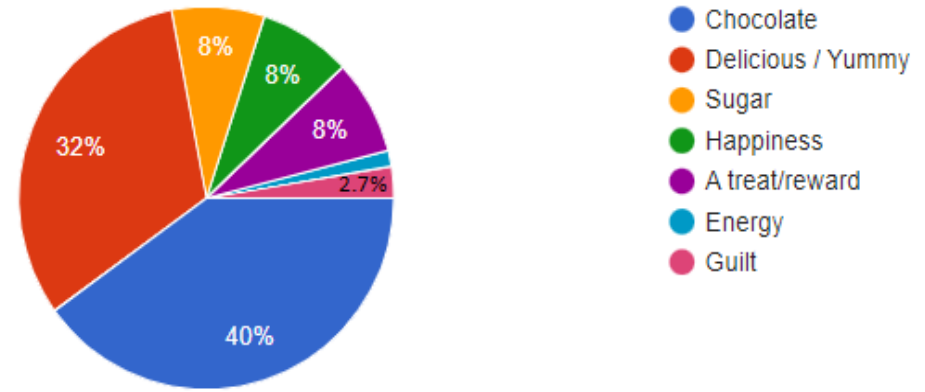
6. How often do you eat sweets/cakes?



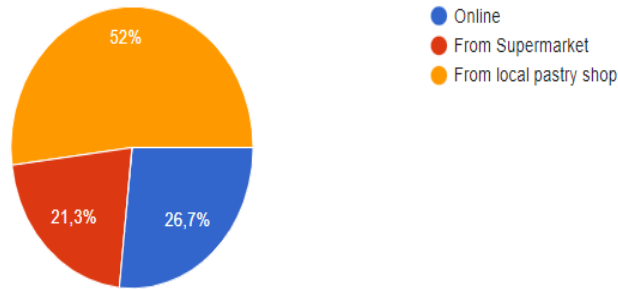
7. When do you most feel the need for desserts?



Chocolate is the first word mentioned by respondents when they think of sweets, followed by ‘delicious’.



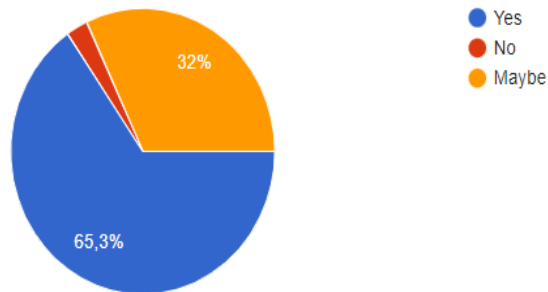
17. Which of the following would be a convenient way for you to purchase desserts?



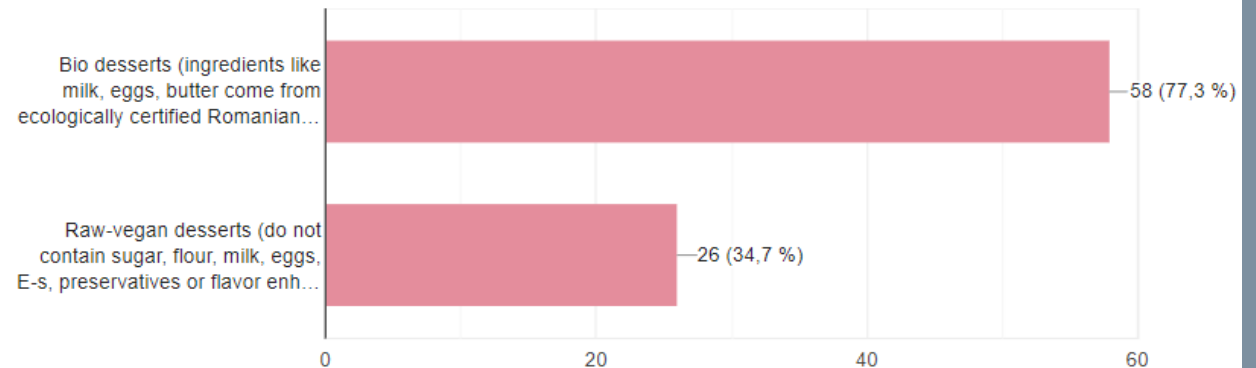
Only 20 respondents, represents 26.7%, are open to online sweets orders.

The majority of respondents would pay more for products made from natural ingredients (77.3%), while only 34.7% would be heading towards raw-vegan desserts:

15. Would you consider spending more money on a healthier alternative?



16. Which of the following healthier options would satisfy your needs? (multiple choice)



4. Conclusions

- Following the analysis, a low acceptance to order online pastry products was observed. Over 73% of the respondents prefer to go in person and see the desserts before buying them. This may be due to the fact that choosing desserts is a pleasure for most of them.
- I have identified in the Bucharest market a niche that is not covered by any of the suppliers of healthy desserts: an online store which has also a physical selling point, even if it is represented by a small boutique. It is important for customers to observe, feel the fragrance and ask questions about each dessert they intend to buy.
- Raw-vegan pastry is a profitable business concept as long as it implements both online and physical selling alternatives because more and more persons want to change their diet and switch to products made in accordance with nature.
- Considering everything above mentioned, in the case of “Rawbakery” my analysis shows that they have to decide whether they want to bring to life a new core business or to make a face-lift of the existing one.