



**Daffodil**  
*International*  
**University**

**Project On**  
**Soft Bite Expansion In Dhaka City**

**Submitted by**

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**Date of Submission: 15 January 2024**



# Soft Bite Expansion In Dhaka City

**Course Name:** Project Implementation

**Course Code:** PW-611

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**Submitted to**

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**Date of Submission: 15 January 2024**

# Letter of Transmittal

Jan 15, 2024

Md. Kamruzzaman Didar

Assistant Professor and Head

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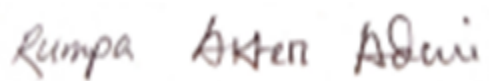
Daffodil International University

Subject: Submission of the report named “Soft Bite Expansion In Dhaka City”.

Dear sir,

It is my great pleasure to submit the report “Soft Bite Expansion In Dhaka City” as a part of Project-12 of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to plan and examine relevant records for the preparation of the report. I have worked to make this report as comprehensive as possible within a limited time. However, there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.

Sincerely yours,



Rumpa Akter Aduri

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## Certificate of Approval



This is to certify that the project report entitled “**Soft Bite Expansion In Dhaka City**” has been prepared by Rumpa Akter Aduri as partial fulfillment of the requirement of our semester final of the Entrepreneurship Department Daffodil International University

I wish her every success in life.

A handwritten signature in purple ink, appearing to read "Didar", with a stylized flourish.

Md. Kamruzzaman Didar

Assistant Professor and Head  
Department of Innovation & Entrepreneurship  
Daffodil International University

## **Acknowledgment**

With the kind help of almighty Allah, I have made efforts in this project. However, it would not have been possible without many individuals and organizations' kind support and help. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor Md. Kamruzzaman Didar, Assistant Professor and Head, Department of Innovation & Entrepreneurship, Daffodil International University for her guidance and constant supervision as well as for providing necessary information regarding the report & also for her support in completing the project.

I would like to express my special gratitude and thanks to Md. Kamruzzaman Didar for giving me such attention and time

# **Abstract**

## **Executive Summary**

Soft Bite's expansion project in Dhaka City is a strategic initiative aimed at establishing the renowned cake brand as a prominent player in the vibrant culinary landscape of the Dhaka Division. With a meticulous plan covering market analysis, site selection, financial feasibility, operations, and targeted marketing strategies, Soft Bite envisions opening three new branches within the next 24 months. The project is driven by a commitment to delivering high-quality cakes and pastries, personalized customer experiences, and operational excellence. By focusing on product innovation, sustainability, and creating a strong brand image, Soft Bite aims to differentiate itself in the market. The expansion not only promises business growth and profitability but also emphasizes the creation of employment opportunities within local communities. Soft Bite's comprehensive approach reflects its dedication to becoming the preferred cake brand in Dhaka City and contributing to the region's economic development

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# **Chapter 01**

## **Introduction**

Soft Bite is a leading cake brand with a strong presence in Patuakhali, Barisal, Bangladesh. With a commitment to delivering delicious cakes and pastries, Soft Bite has gained popularity and earned the trust of its customers. Building upon this success, Soft Bite now aims to embark on an ambitious business expansion plan to open Three new branches in strategic locations across the Dhaka Division within the next 24 months.

The expansion project is driven by the vision of establishing Soft Bite as a renowned cake brand in the region and capturing a significant market share. The growing demand for quality cakes and pastries, coupled with the brand's commitment to excellence, provides a favorable opportunity for expansion and market penetration.

The strategic selection of Dhaka City, and Daffodil International University(Ashulia), Green University, Northern as the target locations stems from fewer competitors and potential for business growth. These locations offer a promising market for Soft Bite, enabling the brand to reach a wider customer base and cater to diverse preferences and occasions.

After opening these Three outlets, After creating the brand value of Soft Bite, within the next two Years

With a focus on product innovation, personalized customer experiences, and operational excellence, Soft Bite is poised to differentiate itself in the market. The brand's commitment to using high-quality ingredients, skilled craftsmanship, and delightful designs sets it apart from competitors.

Furthermore, Soft Bite recognizes the importance of sustainability and aims to integrate eco-friendly practices into its operations. By embracing sustainable sourcing, minimizing food waste, and adopting environmentally friendly packaging, Soft Bite aims to appeal to environmentally conscious consumers and contribute to a greener future.

This business expansion project will not only contribute to Soft Bite's growth and profitability but also create employment opportunities within the local communities. By hiring and training staff members, Soft Bite will support the livelihoods of individuals and contribute to the overall economic development of the region. Through this comprehensive business expansion plan, Soft Bite aims to establish a strong brand presence, capture market share, and deliver exceptional products and experiences to its valued customers. By adhering to high-quality standards,

embracing innovation, and nurturing customer relationships, Soft Bite is committed to becoming the preferred cake brand in Barisal Division and beyond.

## Project Objective

The primary objective of this project is to outline the expansion plan for Soft Bite and provide a detailed plan of action for the brand to achieve its expansion goal. The project will cover the following areas:

**Market analysis:** The project will conduct a thorough analysis of the market in which Soft Bite operates, including the target customers, competitors, and market trends.

**Site selection:** The project will provide a plan for selecting the most suitable locations for the new branches, taking into consideration factors such as accessibility, customer traffic, and competition.

**Financial analysis:** The project will analyze the financial feasibility of the expansion plan, including the projected revenue, costs, and profits of the new branches.

**Operations plan:** The project will detail the operational plan for the new branches, including staffing, equipment, and inventory management.

**Marketing plan:** The project will outline a marketing plan for promoting the new branches and increasing brand awareness.

**Enhancing Brand Image and Reputation:** The project aims to enhance Soft Bite's brand image and reputation as a trusted and preferred cake brand in Barisal Division. Through consistent product quality, attractive packaging, and memorable customer experiences, the objective is to build a strong brand identity that resonates with customers and sets Soft Bite apart from competitors.

**Creating Employment Opportunities:** Another objective of the project is to contribute to the local economy by creating employment opportunities. The opening of six new branches will require hiring and training staff members, thereby generating employment and supporting the livelihoods of individuals within the community.

## **Chapter 02**

### **Market analysis**

#### **Market Size and Growth:**

- Estimated market size: BDT 7,000 crore (USD 838 million) in 2021, with a projected annual growth rate of 10-15%.
- Drivers of growth: Rising disposable income, increasing urbanization, growing demand for convenience, and evolving food trends.

#### **Target market segmentation:**

##### **Demographic:**

**Age:** Families with children aged 3-12, young generation aged 14-28, And university students

**Gender:** Both males and females

**Income:** Middle-income and higher class

**Location:** Whole Dhaka

##### **Psychographic:**

**Lifestyle:** Families who enjoy celebrating special occasions and indulging in desserts

**Interests:** Baking, home-cooked meals, family gatherings

**Values:** Quality ingredients, homemade taste, convenience.

**Attitudes:** Appreciation for handcrafted and customized cakes

##### **Behavioral:**

**Occasion:** Families who frequently celebrate birthdays, anniversaries, and other special events

**Brand Loyalty:** Open to trying different cake brands but value consistent quality and taste

**Involvement:** Actively participate in cake selection, customization, and design process

**Purchase Frequency:** Regularly purchase cakes for special occasions and celebrations

Based on the above factors, the segment target market for the cake brand can be defined as families with children aged 3-12, residing in suburban areas with a middle-income level. They enjoy celebrating special occasions, appreciate the homemade taste of cakes, and value convenience. They actively participate in the cake selection and customization process and regularly purchase cakes for their family gatherings and celebrations. By Identifying and segmenting our target market based on demographic, psychographic, and behavioral factors. This information helps us to understand our customers' preferences, needs, and buying behaviors.

### **Daffodil International University (DIU)**

Students:

- Total: Over 20,000 students are currently enrolled at DIU.
- Breakdown by program: Undergraduate, postgraduate, and professional programs each have different numbers of students. For example, in 2020, DIU had approximately 15,000 undergraduate students, 2,500 postgraduate students, and 3,000 students enrolled in professional programs.

Faculty:

- Total: DIU employs over 870 faculty members.
- Breakdown by type: Around 730 are full-time faculty members, 148 are part-time, and 189 are currently on study leave.

### **Northern University**

Students:

- Estimated range: Between 10,000 and 15,000 students are likely enrolled at Northern University, based on various reports and faculty estimates.

Teachers:

- Estimated range: Approximately 500-700 full-time and part-time teachers are likely employed by Northern University.

## **Green University**

### Students:

- Estimated range: Green University likely has between 6,000 and 10,000 students enrolled across its various programs.

### Teachers:

- Estimated range: Approximately 300-400 full-time and part-time faculty members are likely employed by Green University, although the precise figure can fluctuate.

## Customer Preferences and Trends

**Quality Ingredients:** Customers appreciate cakes made with high-quality ingredients. Using fresh, natural, and premium ingredients can enhance the taste and overall appeal of Soft Bites cake.

**Unique Flavors and Combinations:** Offering a variety of unique flavors and flavor combinations can pique customers' interest. Experiment with different flavor profiles such as salted caramel, matcha, red velvet, or tropical fruit combinations to cater to diverse taste preferences.

**Customization Options:** Providing customization options allows customers to personalize their cakes to suit their preferences and special occasions. This can include personalized messages, custom designs, or the ability to choose flavors, fillings, and decorations.

**Health-Conscious Offerings:** Consider offering healthier options to cater to health-conscious customers. This can include sugar-free, gluten-free, or vegan cake varieties, as well as options with reduced fat or alternative sweeteners.

**Visual Appeal and Instagrammable Cakes:** Customers increasingly value visually appealing cakes that are Instagram-worthy. Experiment with creative and artistic designs, intricate decorations, and visually stunning presentations to attract customers who appreciate aesthetically pleasing desserts.

**Sustainability and Eco-Friendly Practices:** Emphasize sustainable practices in Soft Bite cake brands, such as using eco-friendly packaging materials, locally sourced ingredients, or supporting fair trade practices. This can resonate with environmentally conscious customers who prioritize ethical and sustainable choices.

**Convenience and Online Presence:** Ensure that Our cake brand offers convenience through online ordering, delivery services, and easy payment options. Establish a strong online presence through social media platforms and a user-friendly website to reach a wider customer base.

**Seasonal and Festive Offerings:** Stay updated with seasonal trends and create special offerings for holidays and celebrations. Introduce themed cakes, limited-edition flavors, or holiday-inspired decorations to capture customers' attention during festive periods.

**Collaboration and Partnerships:** Collaborate with local businesses or influencers to create unique cake collaborations or promotions. Partnering with complementary brands or influencers in the food or lifestyle industry can help increase brand exposure and attract new customers.

**Exceptional Customer Service:** Providing excellent customer service, prompt response times, and addressing customer inquiries and concerns effectively can build customer loyalty and positive word-of-mouth referrals. Gain insights into customer preferences, including flavor choices, cake designs, pricing sensitivity, and other factors that influence their purchasing decisions. Stay updated on the latest trends in the bakery industry to align your offerings with customer expectations. Overall, Dhaka's cake and baking item market presents exciting

opportunities for businesses willing to adapt to evolving trends and cater to diverse customer preferences.

## **Competitor analysis**

### **1. Well Food:**

**Product Offerings:** Diverse food options beyond desserts, healthy and organic focus, and catering services.

**Pricing Strategies:** Potentially higher prices due to focus on organic and healthy options

**Marketing Tactics:** Focuses on online platforms, delivery services, and catering.

**Market Positioning:** Healthy and organic food choice for busy professionals.

**Strengths:** Diverse menu, healthy focus, delivery options.

**Weaknesses:** Potentially higher prices, limited presence in university areas.

### **2. Cake Pot**

**Product Offerings:** Trendy & attractive desserts, cakes, and pastries (Instagrammable focus)

**Pricing Strategies:** Moderate, catering to a wider audience

**Marketing Tactics:** Heavy social media presence, influencer marketing, visually appealing content

**Market Positioning:** The go-to spot for trendy & visually stunning desserts for young adults.

### 3. Tasty Treat

**Product Offerings:** Affordable snacks and basic pastries (focused on quick bites and convenience)

**Pricing Strategies:** Low prices targeting budget-conscious customers (student-friendly, value-oriented)

**Marketing Tactics:** Local promotions, focusing on affordability and convenience (less emphasis on social media or influencer marketing)

**Market Positioning:** The go-to spot for quick, affordable snacks and basic pastries for students and budget-conscious customers.

### 4. Ajwah

**Product Offerings:** High-quality Middle Eastern and Western pastries and desserts, diverse menu including classics and unique options.

**Pricing Strategies:** Premium, reflecting the focus on quality ingredients and brand reputation.

**Marketing Tactics:** Relies on strong brand recognition, word-of-mouth marketing, and occasional targeted campaigns.

**Market Positioning:** The go-to destination for discerning customers seeking authentic and high-quality Middle Eastern and Western desserts.

### 5. Al Arabian Analysis:

**Product Offerings:** Specialized in authentic Arabic and Middle Eastern desserts, unique offerings not found elsewhere.

**Pricing Strategies:** Moderate to premium depending on the specialty dessert, catering to a niche market willing to pay for unique experiences.

Marketing Tactics: Focuses on catering to specific cultural preferences and communities, relies on word-of-mouth marketing, and builds trust within their target audience.

Market Positioning: The go-to destination for experiencing authentic and high-quality Arabic and Middle Eastern desserts.

## **6. Jerry-Built Cake Analysis:**

Product Offerings: Custom cakes, elaborate designs, catering to special occasions and events.

Pricing Strategies: Premium pricing due to custom work and high-quality ingredients.

Marketing Tactics: Online platforms, collaborations with event organizers, and influencer partnerships.

Market Positioning: The go-to choice for premium, custom cakes, and memorable occasions.

Strengths: Expertise in custom designs, high-quality ingredients, caters to special occasions.

Weaknesses: Limited everyday offerings, primarily focused on cakes, potentially higher price point.

## SWOT Analysis of Soft Bite

### Strengths:

- Established Brand Presence: Soft Bite already enjoys a strong brand presence in Patuakhali, Barisal, providing a foundation for expansion.
- Diverse Product Offerings: The brand offers a variety of high-quality cakes and pastries, catering to different customer preferences.
- Loyal Customer Base: Soft Bite has built a loyal customer base, reflecting trust and satisfaction in the brand's products.
- Commitment to Sustainability: Soft Bite's focus on sustainability aligns with the growing demand for eco-friendly practices.

### Weaknesses:

- Limited Geographical Reach: Prior presence in Patuakhali, Barisal; hence, expansion is essential for reaching a broader market.
- Potential Increased Competition: Entry into Dhaka City may expose Soft Bite to more competitors, challenging the brand's differentiation.
- Limited Market Differentiation: The brand may face challenges in standing out in a competitive market without clear differentiation strategies.

### Opportunities:

- Expansion into New Locations: Opening three branches in Dhaka City provides an opportunity to tap into a larger and diverse customer base.
- Strategic Partnerships: Collaborating with local businesses or influencers can enhance brand exposure and attract new customers.
- Innovative Flavors and Designs: The introduction of new and innovative flavors and designs can attract customers seeking unique experiences.
- Growing Market Demand: The overall growth in the cake and pastry market in Dhaka City presents a favorable environment for Soft Bite's expansion.

### Threats:

- Intense Competition: Established competitors in Dhaka City may pose a challenge, requiring strategic positioning to compete effectively.
- Changing Customer Preferences: Evolving trends and shifting customer preferences may impact Soft Bite's market share if not aligned with consumer demands.
- Economic Factors: Economic fluctuations may affect consumer purchasing power, influencing the demand for premium bakery products.

- Supply Chain Disruptions: Any disruptions in the supply chain for ingredients could impact production and product availability.

## **Distribution channels**

Soft Bite, a cake brand with plans to expand its presence in various locations, requires an effective distribution channel plan to ensure the efficient delivery of its products to customers. Here is a detailed plan for Soft Bite's distribution channels:

### **1. Direct Retail:**

Soft Bite's physical stores are located in Green University, Daffodil University, and Northern University. So the Factory will be either within the shop or the vicinity Of the shop.

### **2. Franchise Stores:**

To expand our reach, we can establish franchise stores in Mirpur, Dhanmondi, Gulshan, and Banani. These franchise stores will operate under the Soft Bite brand and offer the same products and quality as the existing branches.

### **3. Online Ordering:**

We will establish an online platform where customers can browse and order cakes and pastries. This e-commerce channel will allow customers to conveniently place orders from our desired location and deliver the products to their doorstep.

### **4. Delivery Partnerships:**

Soft Bite will establish partnerships with local delivery services or logistics companies to handle the delivery of orders placed through the online platform. These delivery partners will ensure prompt and reliable delivery of products to customers in various locations.

### **5. Corporate Sales:**

We target corporate clients by offering special packages and discounts for office celebrations and events. This channel will involve direct sales and partnerships with companies to provide customized cakes and pastries for their specific requirements.

#### 6. Events and Exhibitions:

Soft Bite can participate in local events, exhibitions, and fairs to showcase our products and attract potential customers. This channel will create brand awareness and provide opportunities for direct sales and customer engagement.

## Chapter 03

### Financial analysis

The project will analyze the financial feasibility of the expansion plan, including the projected revenue, costs, and profits of the new branches.

#### **Financial Forecast:**

**Total Investment:** The total investment for the three new branches is approximately 3600000 BDT.

Expenses:

**Rent:** The estimated monthly rent for the three branches is 45000 BDT, resulting in an annual rent expense of 540000 BDT.

**Salaries:** The estimated monthly salaries for the three branches amount to 56000 BDT, resulting in an annual salary expense of 672000 BDT.

**Utilities:** The estimated monthly utilities cost for the three branches is 45,000 BDT, resulting in an annual utility expense of 540000 BDT.

**Raw Materials:** The estimated monthly cost for raw materials for the three branches is 675000 BDT, resulting in an annual expense of 8100000 BDT.

**Marketing Expenses:** The estimated monthly marketing expenses for the three branches are 75000 BDT, resulting in an annual expense of 900000 BDT.

**Operating Costs:** The estimated monthly operating costs for the three branches amount to 150000 BDT, resulting in an annual expense of 1800000 BDT.

#### **Revenue:**

With an average monthly revenue of 1,000,000 BDT per branch and considering three branches, the total annual revenue will be 30,000,000 BDT.

#### **Gross Profit:**

The estimated gross profit margin is 60%, resulting in a gross profit of 18000000 BDT annually.

**Budget for New Branches:**

| <b>New Branch</b>                        |         |
|------------------------------------------|---------|
| Shop advance                             | 5 lakh  |
| Interior (color, photo frame, spotlight) | 2 lakh  |
| Chiller Fridge                           | 1 lakh  |
| Display                                  | 50k     |
| Normal fridge                            | 60k     |
| Sine board                               | 60k     |
| glass door                               | 40k     |
| generator                                | 60k     |
| oven                                     | 10k     |
| PC, scanner, pos                         | 40k     |
| Table, Chair                             | 40k     |
| AC                                       | 1 lakh  |
| SUBTOTAL                                 | 1260000 |

## **Chapter 04**

### **Operations Plan**

The operational plan for Soft Bite's new branches will encompass key areas such as staffing, equipment, and inventory management to ensure smooth and efficient operations. Here are the essential components:

1. **Staffing:** Determine the staffing requirements for each new branch based on anticipated customer demand and workload. Recruit and hire skilled personnel for various roles, including cake decorators, pastry chefs, sales associates, and administrative staff. Provide adequate training to ensure consistency in product quality and customer service across all branches.
2. **Equipment:** Assess the equipment needs for each branch, considering the production capacity and specific requirements of Soft Bite's offerings. Procure high-quality baking equipment, ovens, mixers, refrigeration units, and other necessary tools to support efficient production. Regularly maintain and upgrade equipment to ensure optimal performance and minimize downtime.
3. **Inventory Management:** Develop an effective inventory management system to optimize stock levels and minimize wastage. Determine the optimal stock levels for ingredients, packaging materials, and finished products based on demand forecasts and production schedules. Implement inventory tracking tools and procedures to monitor stock levels, facilitate timely reordering, and reduce the risk of stockouts or excess inventory.
4. **Production Process:** Design an efficient production process that ensures consistent quality and timely delivery of cakes and pastries. Define standard operating procedures (SOPs) for each production step, from recipe preparation to decoration and packaging. Streamline the workflow to minimize bottlenecks and ensure smooth coordination between different teams.
5. **Quality Assurance:** Implement strict quality control measures to uphold Soft Bite's reputation for delivering high-quality products. Establish quality standards for ingredients, production processes, and finished goods. Conduct regular inspections and quality checks to maintain consistency and address any deviations promptly.
6. **Health and Safety:** Prioritize the health and safety of employees and customers by implementing robust safety protocols and hygiene practices. Adhere to food safety regulations and maintain a clean and sanitized working environment. Provide necessary safety equipment and training to employees to minimize the risk of accidents or foodborne illnesses.
7. **Supplier Management:** Establish strong relationships with reliable suppliers of raw materials and other necessary items. Ensure timely delivery of ingredients and negotiate favorable pricing terms. Regularly evaluate suppliers based on quality, reliability, and cost-effectiveness to maintain a stable supply chain.

By developing a comprehensive operations plan that addresses staffing, equipment, inventory management, production processes, quality assurance, health and safety, and supplier management, Soft Bite can ensure efficient and effective operations across all branches. Regular monitoring and continuous improvement of operational processes will contribute to the success and growth of the business.

# **Chapter 05**

## **Marketing Plan for Soft Bite Focusing on Universities**

### **I. Objectives:**

- Increase brand awareness and recognition among university students.
- Drive foot traffic and sales at Soft Bite outlets near universities.
- Build a loyal student customer base.
- Establish Soft Bite as the preferred dessert destination for university students.

### **II. Target Audience:**

- University students (undergraduate and postgraduate) across various faculties and backgrounds.
- Focus on students with disposable income and interest in trendy food options.
- Consider specific demographics within each university based on student profiles and preferences.

### **III. Marketing Strategies:**

#### **A. On-campus presence:**

- Collaborate with student organizations and clubs: Partner with relevant clubs for events, offer discounts, or sponsor activities.
- Set up promotional booths: Offer free samples, giveaways, or student-exclusive deals at strategic locations like cafeterias or student hubs.
- Participate in university events and festivals: Showcase your offerings and engage with students directly.
- Campus Ambassador Program: Recruit students to promote Soft Bite through word-of-mouth and social media campaigns.

#### **B. Online marketing:**

- Social media marketing: Build a strong presence on platforms popular with students like Instagram and Facebook.
- Targeted ad campaigns: Run targeted ads on social media and university-specific platforms to reach your desired audience.
- Collaborate with student influencers: Partner with popular student influencers for reviews, promotions, and giveaways.
- Create engaging content: Share visually appealing photos and videos of your desserts, and highlight student testimonials and experiences.

- Interactive contests and promotions: Run online contests or giveaways to generate excitement and engagement.

#### C. Student-friendly offerings:

- Develop student-specific combos and deals: Create affordable and convenient options for students on a budget.
- Offer late-night deliveries: Cater to students' study schedules with convenient delivery options.
- Study-friendly environment: Create comfortable spaces within your outlets for students to relax, study, or socialize.
- Student loyalty program: Reward repeat customers with exclusive discounts and benefits.

#### D. Brand building:

- Participate in campus charity events or initiatives: Align with student values and build goodwill.
- Host workshops or baking demonstrations: Engage students and showcase your expertise.
- Partner with local businesses: Collaborate with other student-oriented businesses for cross-promotion opportunities.
- Create a consistent brand image: Maintain a recognizable and appealing visual identity across all marketing channels.

### **IV. Measurement and Evaluation:**

- Track website traffic and social media engagement.
- Monitor sales figures and redemption rates for student-specific promotions.
- Conduct surveys or collect feedback from students to understand their preferences and satisfaction.
- Regularly analyze the effectiveness of your marketing campaigns and adjust your strategies as needed.

### **V. Budget Allocation:**

- Allocate budget strategically across different marketing channels based on potential reach and effectiveness.
- Consider offering student discounts or deals to maximize value for your target audience.
- Seek sponsorship opportunities with university events or organizations to optimize your budget.

## **VI. Timeline:**

- Develop a clear timeline for implementing your marketing plan with specific deadlines for each activity.
- Ensure timely execution and follow-up to maintain momentum and engagement.

## **Implementation and Timeline**

### **Preliminary Planning Phase (Month 1-2):**

- Conduct a detailed market analysis and competitor research.
- Finalize the location selection for the 3 new branches.
- Obtain necessary permits and licenses for each branch.
- Develop a comprehensive business plan for the expansion.

### **Infrastructure Setup Phase (Month 3-4):**

- Secure the rental agreements for each branch location.
- Set up the physical infrastructure, including renovation, interior design, and equipment installation.
- Hire and train staff members for each branch.
- Establish relationships with suppliers for raw materials and ingredients.

### **Marketing and Promotion Phase (Months 5-6):**

- Develop a marketing strategy and branding materials for the expansion.
- Launch a promotional campaign to create awareness about the new branches.
- Establish an online presence through a website and social media channels.
- Collaborate with local event planners and businesses for cross-promotion opportunities.

### **Soft Opening and Operations Phase (Month 7-10):**

- Conduct soft openings for each branch, inviting key stakeholders and target customers.
- Monitor and fine-tune operations, ensuring consistent product quality and customer service.
- Implement feedback mechanisms to gather customer insights and address any issues promptly.
- Evaluate the performance of each branch and make necessary adjustments.

**Full-scale Operations and Expansion Phase (Month 11-24):**

- Scale up operations for all branches to full capacity.
- Monitor sales performance, revenue generation, and profitability.
- Explore opportunities for further expansion in other potential locations.
- Continuously innovate and introduce new products and offerings to stay competitive.

**Timeline:**

Month 1-2: Preliminary Planning Phase

Month 3-4: Infrastructure Setup Phase

Month 5-6: Marketing and Promotion Phase

Month 7-10: Soft Opening and Operations Phase

Month 11-24: Full-scale Operations and Expansion Phase

## **Chapter 06**

### **Conclusion**

The expansion project of Soft Bite into strategic locations within the Dhaka Division, particularly targeting university areas, is poised to be a significant milestone for the brand. The meticulous planning outlined in this project, spanning market analysis, financial considerations, operational intricacies, marketing strategies, and a comprehensive timeline, reflects the commitment to ensuring the success of this venture. By recognizing the unique preferences of university students and aligning the brand with their lifestyle, Soft Bite aims not only to capture a substantial market share but also to become a beloved dessert destination. The focus on quality, innovation, sustainability, and community engagement underscores Soft Bite's dedication to creating a lasting impact on the culinary landscape. Through this expansion, Soft Bite envisions not just business growth but also contributing to local economies and employment opportunities. As the brand embarks on this journey, the emphasis remains on delivering delightful experiences and establishing Soft Bite as a renowned cake brand in the vibrant city of Dhaka.