



Sugar Belle Storefront Business Proposal

Value Proposition

Sugar Belle's storefront will have many assets to offer its customers, most importantly are the quality, atmosphere, and friendly service that will be provided.

Market Need & Solution

Sugar Belle's storefront will provide a relaxed atmosphere bakery and coffee shop to patrons of restaurants on Jordan Lane, students at UAH, and existing Sugar Belle customers. It will also serve as a pick-up spot for special orders and a commissary (home base) for the Sugar Belle Cupcake Truck.

Competition

The competition will be other local coffee shops and bakeries. The storefront will provide a relaxed, stay-a-while atmosphere. Customers will choose the Sugar Belle storefront over the competition because of its exceptional quality cupcakes and other goods, steady and predictable hours, and accessible location.

Target Market

The ideal customers are mostly comprised of adult women aged 25-45. Other top groups include men aged 25-45 and college students.

Sales and Marketing

Currently, the main source of marketing is social media. When the storefront opens, the marketing avenues will be expanded to paid social media content, flyers on the UAH campus, sponsorships through local organizations, and blog advertising through Rocket City Mom and Our Valley Events.

Budget and Sales Goals

The Sugar Belle storefront budget and sales goals can be found in the “Expected Monthly Expenses” spreadsheet. The Expected Monthly Expenses spreadsheet also serves as our breakeven calculations for the storefront only. Additional sales will be made through the trucks at events and other weekly locations.

Milestones

The following is a list of the milestones Sugar Belle has accomplished in the past two years:

- Opened February 2013
- Branded the company within the community and social media
- Made the business self-sufficient
- Expanded from one truck to an additional cart
- Added a second truck to the fleet
- Helped open the Pinhook Food Truck Park on Bob Wallace Ave

Future Milestones:

- Research Park Food Truck Park
- Expansion on the arsenal
- Open Storefront
- Develop Sugar Belle Team to operate storefront and both trucks
- Use storefront as commissary space to help other startup food trucks
- Continue to be involved in the community through events
- Add a savory menu to include grilled cheese sandwiches
- Launch Grilled Cheese Truck in 2016

Team

The current Sugar Belle team members are the right people to get the job done. Andrew has business and marketing knowhow, community awareness, and an aptitude for research. Lee has customer service skills, baking aptitude, and knowledge of kitchen/food safety. With all these skills put together, Andrew and Lee are the perfect team to start up the Sugar Belle storefront. Both are part of the original members who pioneered the food truck movement, as well as have been cited in numerous news articles in the Huntsville/Madison area. They bring over two years’ worth of experience in this industry.

Partners and Resources

In order to make the Sugar Belle storefront a success, the company will need to work with individual partners. These partners will see that this is a viable company that can outshine its competition and cater to the needs of its market.

Funding Needs

All funding needs, Profit & Loss reports, expenses, loan payment plan, etc. are included in the attached spreadsheets.

Attachments:

- Start Up Costs
- Start Up Costs - Commissary Only
- Monthly + Yearly Expenses
- Future Profit & Loss
- 2014-2015 Profit & Loss Bar Graphs
- Loan Repayment Schedule