



Plumeria Petal Pastries

Island pastries for all, because a taste of the tropics comes with joy in every bite



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Executive Summary

Plumeria Petal Pastries is a tropical-inspired bakery that creates fresh, vibrant pastries for customers in Colorado who want something new, exciting, and different from traditional dessert shops. The business serves people who love bold flavors, high-quality ingredients, and unique treats that feel like a mini vacation.

We solve the problem of limited access to authentic tropical pastries by offering ready-to-enjoy baked goods made with real fruits and island-style flavors. Our main products are our pastries, supported by drinks, merchandise, and event catering. Revenue comes from in-store sales, online orders, grab-and-go items, merch, and special-event catering.

Our biggest goal is to sell over 100,000 baked goods, establishing Plumeria Petal Pastries as the go-to destination for tropical flavors in Colorado.

Mission and Vision

Mission Statement

To craft fresh, tropical baked goods that bring the warmth, color, and comfort of the tropics into every bite.

Vision statement

To grow into a beloved local spot where tropical inspiration, quality, and connection make every visit feel like a mini vacation.

Identity

Our business, Plumeria Petal Pastries, provides fresh, tropical-inspired pastries to our local community and visitors seeking something exciting and different. We aim to solve the problem of repetitive, predictable baked goods by offering vibrant flavors typically found only in tropical destinations. Our target customers are adventurous eaters, people who enjoy trying new foods, appreciate travel-inspired experiences, and value high-quality pastries. These customers care about freshness, bold flavor, and a product that feels both familiar and new. What makes our business unique is our focus on tropical themes and pastries that are visually stunning while delivering an even better taste experience. This combination of creativity, quality, and novelty allows us to stand out from traditional bakeries and better serve customers looking for something memorable.



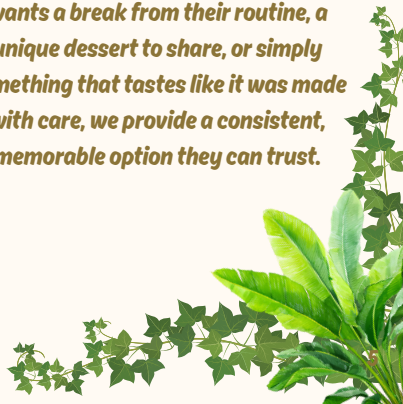
Business Description

Problem

Customers today feel stuck in a dessert world that promises indulgence but rarely delivers anything truly fresh, flavorful, or trustworthy. They're tired of pastries that look beautiful yet taste bland, lack texture, or feel mass-produced and forgettable. On top of that, growing concerns about food-safety issues; from bacterial contamination to inconsistent ingredient handling make even simple treats feel like a risk. Trying to recreate high-quality pastries at home is no easier; it demands technical skill, specialized tools, and hours most people simply don't have. And when customers crave something genuinely unique, they often discover that the best, freshest experiences exist only in distant states or tropical destinations, requiring expensive flights, stressful planning, and time they can't spare. This leaves them choosing between bland convenience, risky alternatives, or exhausting travel just to taste something extraordinary. They deserve desserts that feel like an experience; fresh, safe, vibrant, and unforgettable. Without needing to cross the country to enjoy them.

Solution

Plumeria Petal Pastries solves the problem of bland, predictable desserts by offering fresh, tropical pastries and drinks made with real fruit imported straight from the islands. Instead of choosing between mass-produced treats or expensive travel just to taste something different, customers can enjoy vibrant, high-quality flavors right here in Colorado. Everything is made fresh daily, giving people a reliable, exciting alternative to the stale or generic options they're used to. Beyond the food itself, we create an experience that makes trying something new feel easy and enjoyable. Our bakery is designed to be welcoming, quick, and convenient, so customers can stop in for a treat without any hassle. Whether someone wants a break from their routine, a unique dessert to share, or simply something that tastes like it was made with care, we provide a consistent, memorable option they can trust.



Business Description Cont'd

What We Do

- *Creates tropical-flavored baked goods like coconut pastries, pineapple buns, guava turnovers, mango cakes, passionfruit tarts, ube treats, and more.*
- *Uses fresh, vibrant ingredients such as coconut milk, tropical fruits, citrus, spices, and island-style fillings.*
- *Offers both classic and creative items – familiar baked goods with a tropical twist, plus unique signature creations.*
- *Provides a warm, welcoming experience that feels like a mini vacation through flavor.*
- *Brings tropical comfort to the community through food that feels sunny, joyful, and homemade.*
- *Caters events with tropical dessert tables, custom cakes, and themed baked goods.*
- *Sells grab-and-go items for busy customers who want something fresh and flavorful.*

How the business will operate

- **Production**
 - *Bake fresh daily using tropical ingredients.*
- **Customer Experience**
 - *A bright, welcoming shop with tropical colors and warm hospitality.*
 - *Display case filled with fresh pastries, breads, and desserts.*
 - *Friendly, personal service*
- **Sales Channels**
 - *In-store (main revenue).*
 - *Online ordering for pickup.*
 - *Local delivery for cakes or larger orders.*
 - *Catering for parties, weddings, and corporate events.*
 - *Pop-ups or farmers markets to build community presence.*
- **Operations & Workflow**
 - *Early morning baking, mid-day restocking, afternoon specials.*
- **Branding & Atmosphere**
 - *Tropical theme in décor, packaging, and menu names.*
 - *Music, colors, and scents that create an island-inspired vibe.*
 - *Social media showcasing bright, fun, tropical treats.*
- **Growth Plan**
 - *Introduce new tropical flavors regularly.*
 - *Expand into wholesale (local cafés, hotels, or markets).*

Market Analysis

Target Market

Our target audience ranges widely in age, from young children to adults (approximately 4–40 years old), and includes all genders. This broad range reflects the universal appeal of fun, flavorful desserts that feel both nostalgic and exciting. Most of our customers live in or near Castle Rock, Colorado, an area known for its strong community atmosphere and growing population of families and young professionals. The region's median-to-high household income levels (\$64,742–\$194,226) indicate a customer base that is comfortable investing in high-quality, specialty pastries rather than settling for low-cost, mass-produced options.

Customer Profile

Who Our Customers Are

- *Individuals with stable financial habits who value freshness, craftsmanship, and unique flavor experiences.*
- *People who appreciate premium ingredients and are willing to pay for pastries that feel special and memorable.*
- *A diverse but clearly defined audience that loves quality, creativity, and discovering something new.*

What They're Drawn To

- *Tropical, beach-inspired experiences that feel fun, colorful, and uplifting.*
- *Pastries that bring excitement to events or everyday treats.*
- *Foods that offer a sense of escape, even if just for a moment—something that feels like a warm island getaway.*

Lifestyle & Personality Traits

- *Many customers are relaxed, active, and open-minded, especially when it comes to trying new flavors.*
- *They enjoy foods that feel adventurous but still approachable.*
- *They love sharing unique treats with friends, family, and guests at gatherings.*

What They Value Most

- *Freshness and high-quality ingredients.*
- *Safety and consistency in how their food is prepared.*
- *Bold, memorable flavors that stand out from typical Colorado dessert options.*
- *Pastries that are not only delicious but also visually appealing and thoughtfully crafted.*

Why Tropical Pastries Fit Them Perfectly

- *They want desserts that feel special, vibrant, and different from what they can find elsewhere.*
- *Tropical pastries match their desire for both flavor and experience, making them a natural fit for their tastes and lifestyle.*



Market Analysis Cont'd

Industry & Market Research

Customer Problems

- *Colorado customers have very limited access to authentic, fresh tropical pastries.*
- *No local bakery currently specializes in tropical flavors, leaving a big gap in the market.*
- *People often settle for generic pastries that lack the bold, vibrant flavors they actually want.*
- *Many try to bake tropical treats at home, but:*
 - *Ingredients are expensive and often imported*
 - *Recipes are unfamiliar and difficult*
 - *Results rarely match the true flavor or texture of authentic tropical pastries*
- *This leads to frustration, disappointment, and unmet demand.*

Evidence of Market Demand

- *Customers already shop at places like Exotic Fruit to buy imported tropical ingredients.*
- *Their willingness to seek out specialty fruits shows they value authenticity and freshness.*
- *Interest in tropical flavors is growing, not slowing down.*
- *When choosing pastries, customers prioritize:*
 - *Flavor (especially bold, bright, tropical flavors)*
 - *Quality*
 - *Price*
 - *Convenience*

Market Opportunity

- *Customers want a reliable, convenient place to get tropical pastries without sourcing ingredients themselves.*
- *They're actively searching for a bakery that can deliver consistent, high-quality tropical desserts.*
- *There is a clear opportunity for a business that can:*
 - *Provide authentic tropical flavors*
 - *Offer fresh, ready-to-enjoy pastries*
 - *Remove the hassle of baking at home*
 - *Meet the rising demand for unique, vibrant flavors*

Why Plumeria Petal Pastries Fits the Market

- *We fill the exact gap customers are struggling with.*
- *We offer fresh, authentic tropical pastries locally, something no one else provides.*
- *We become the easy, dependable solution customers have been waiting for.*
- *Our focus on flavor, quality, and convenience aligns perfectly with what the market is asking for.*



Market Analysis Cont'd

Competitors & How the Business Will Stand Out

Main Competitors

- *Whole Foods – known for clean, high-quality ingredients*
- *Poulette Bakeshop – specializes in fancy French pastries*
- *The Cake Company – popular for celebration cakes and custom orders*

Competitor Weaknesses

- *Whole Foods is overpriced for what customers get*
- *Poulette often gets too busy and runs out of items*
- *The Cake Company sometimes messes up customer orders*

How Plumeria Petal Pastries Stands Out

- *Fair, accessible pricing instead of sky-high costs*
- *Faster service with fewer long lines or delays*
- *Better customer care by actually listening to what people want*
- *Consistent quality without running out of core items*
- *Unique tropical-inspired pastries that no competitor offers*
- *Warm, welcoming atmosphere that feels smooth and stress-free*



Overall Advantage

- *Competitors leave big gaps in price, service, and reliability*
- *Plumeria Petal Pastries turns those gaps into strengths*
- *The bakery offers something fresh, different, and memorable, giving customers a reason to keep coming back*



Products and Services

Product/Service Description -

Plumeria Petal Pastries brings the taste of the tropics to Colorado with fresh, island-inspired pastries and drinks. Each item is made daily using real tropical fruits and locally sourced ingredients. Our goal is to create a warm, colorful experience that feels like a mini vacation with every bite.

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Features & Benefits

- *Fresh Daily: Pastries baked each morning for peak flavor.*
 - *Authentic Ingredients: Real tropical fruits and natural flavors.*
 - *Affordable Luxury: Premium taste at everyday prices.*
 - *Eco-Friendly: Reusable merch and sustainable packaging.*
 - *Community Connection: Local events and seasonal specials build loyalty.*
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Future Product & Service Ideas

- *Catering Packages for parties and corporate events.*
- *Custom Dessert Boxes for birthdays, weddings, and holidays.*
- *Online Pre-Orders for pickup and delivery.*
- *Limited-Edition Seasonal Pastries featuring rotating tropical fruits.*
- *Subscription Boxes with monthly pastry assortments and drink pairings.*

Organization and Management

MANAGEMENT & TEAM -

Plumeria Petal Pastries is currently led by the founder, who manages customer service, financing, light baking, and steps in as a cashier whenever needed to keep operations running smoothly. The core team includes:

- *Bakers – \$31,000 annually (\$41,850 with benefits)*
- *Cashiers – \$32,320 annually (\$43,632 with benefits)*
- *Secret Shoppers – \$39,000 annually (\$52,650 with benefits)*
- *Marketing Manager – \$80,000 annually (\$108,000 with benefits)*

These roles ensure pastries are baked fresh, customers are served with care, quality stays consistent, and the brand continues to grow.



As the business expands,

- *Finance Manager to oversee budgeting, payroll, and long-term financial planning*
- *Operations Manager to coordinate production, inventory, and daily workflow as demand increases*

Marketing and Sales



Branding

- *Bright, tropical-inspired brand focused on warmth, color, and island-style joy.*
- *Emphasis on fresh tropical flavors, vibrant visuals, and a welcoming personality.*
- *Branding stands out from traditional Colorado bakeries.*
- *Street-art mural, flyers, and email designs all follow the same tropical theme for consistency and memorability.*

Marketing Activities

- *Hand out flyers in Castle Rock and Parker to introduce the bakery and highlight unique tropical pastries and seasonal specials.*
- *Send email updates about new menu items, promotions, and upcoming events to keep customers engaged.*
- *Hire a street artist to create a legal pop-up graffiti mural on a visible wall to showcase the tropical theme to the public.*

Four P's of marketing

Product

Fresh tropical pastries made with vibrant flavors, seasonal specials, and visually appealing designs that stand out from traditional bakery offerings.

Price

Fair, competitive pricing that reflects premium ingredients without reaching Whole Foods-level costs. Occasional promotions and seasonal deals will encourage repeat visits.

Place

Sold directly from our Castle Rock location, with additional reach through local events, pop-ups, and online ordering for pickup.

Promotion

Flyers, email marketing, a tropical graffiti mural, social media posts, seasonal campaigns, and community engagement events.

Marketing and Sales Continued

Sales process

- *Customers discover us through flyers, the mural, social media, or word-of-mouth.*
 - *They visit the bakery or place an online order.*
 - *Staff greet them warmly, offer samples when available, and explain seasonal specials.*
 - *Customers choose pastries, pay at the counter, and are encouraged to join our email list for future promotions.*
 - *Follow-up emails and social posts keep them engaged and informed about new flavors.*
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Customer Retention

- *Email newsletters with exclusive offers*
 - *Seasonal flavor drops to keep excitement high*
 - *Loyalty punch cards or digital rewards*
 - *Social media engagement (polls, sneak peeks, behind-the-scenes baking)*
 - *Consistent quality and friendly service that makes customers feel like regulars*
 - *Special birthday or holiday promotions*
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Short Marketing Budget (Monthly Estimate)

- *Flyers & printing: \$150*
- *Email marketing platform: \$20-\$40*
- *Street-artist mural (amortized monthly): \$100*
- *Social media ads (optional): \$100*
- *Community events/pop-ups: \$50*
- *Estimated Total: \$420-\$440 per month*





Financials - Revenue Streams

Primary revenue: fresh tropical pastries

- **Main product customers come for**
- **Daily customers: 45-70**
- **Typical purchase: 2-3 pastries per person**
- **Average order value: \$8-\$14**
- **Daily pastry revenue: \$450-\$900**
- **Monthly pastry revenue: \$13,500-\$27,000**
- **Share of total revenue: 70-75%**

Secondary revenue: tropical drinks

- **Includes pineapple juice, mango nectar, lychee refreshers**
- **About 50% of customers buy a drink**
- **Daily drink revenue: \$150-\$300**
- **Monthly drink revenue: \$4,500-\$9,000**
- **Share of total revenue: 20-25%**
- **Helps increase average order size**

Pricing considerations

- **Tropical ingredients cost more to import**
- **Prices kept affordable to encourage repeat visits**

Future revenue growth plans

- **Catering services**
- **Custom dessert boxes**
- **Online pre-orders**
- **Expected revenue increase: 15-25% once fully launched**

Overall impact

- **Multiple revenue streams create stability**
- **Provides room for sustainable growth**

Financials Cont'd



Costs

- *The oven* \$5000
- *Stoves* \$1,200
- *pastry racks* \$250
- *Display cases* \$3,000
- *Refrigerators* \$4000
- *Decor* \$1000
- *Permit/ License* \$500
- *Mixers* \$300
- *Sinks* \$1000

Total \$16,250



Variable Cost	Monthly	Yearly
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Total \$4,500 \$54,000



Financials Cont'd

Sales number	Projected expenses
Selling per unit - \$6	Year 1 - \$54,000
Cost Per unit - \$2.25	Year 2 - \$59,400
Profit Per Unit - \$3.75	Year 3 - \$65,340

Projected Income (Number per unit 30,000)

Year 1 - \$180,000

Year 2 - \$207,000

Year 3 - \$238,050

Profit/Loss

Year 1 - \$126,009

Year 2 - \$147,600

Year 3 - \$172,710



Appendices

Sources

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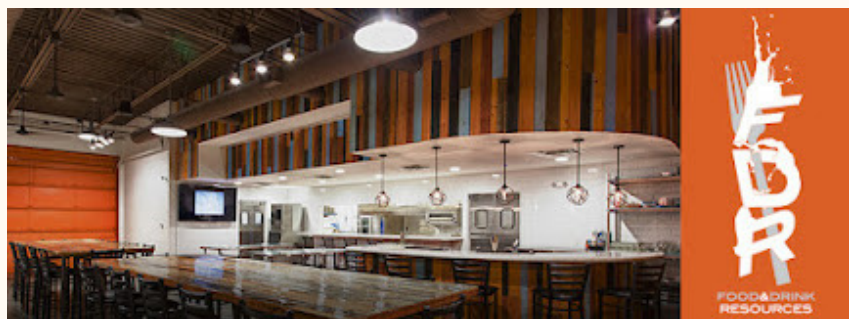
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Appendices

Sources





Plumeria Petal Pastries

M E N U



Macarons

Guava, Mango, Pineapple, Coconut,
Vanilla, Melona



Malasadas

Small, deep-fried dough balls that are
airy, fluffy on the inside, and crisp on the
outside, rolled in granulated sugar

Guava Chiffon Cakes

A guava sponge cake made with guava nectar,
topped with a tangy guava glaze and
buttercream frosting

Mango Curd Meringue Tartl

Buttery pastry shells filled with
homemade mango curd, topped with
toasted, fluffy meringue

Hummingbird Cake

A spiced, moist cake featuring bananas,
pineapple, and pecans, with buttercream
frosting

Drinks

Fresh Pineapple Juice
Mango Nectar
Passionfruit Iced Tea
Lychee Refresher
Hawaiin Sun™

Tropical Coconut Pie

A creamy, buttery crust filled with rich
coconut custard, often enhanced with
tropical fruits





Plumeria Petal
Pastiers

P R I C I N G

Macarons One single — \$3.00
4 pack — \$10.00

Malasadas Plain — \$3.00
Filled — \$4.00

Mango Curd Meringue Tart \$6.50

Hummingbird Cake Slice — \$7.50
Whole — \$65

Guava Chiffon Cakes Slice — \$7.00
Whole — \$60

Tropical Coconut Pie Slice — \$6.50
Whole — \$35

Drinks

Fresh Pineapple Juice \$5.00
Mango Nectar \$5.00
Passionfruit Iced Tea \$4.00
Lychee Refresher \$5.00
Hawaiian Sun™ \$2.00



Marketing appendices



Flyers are a simple but powerful marketing tool because they allow you to reach people directly in the community. By handing them out in Castle Rock and Parker, you can introduce your bakery to residents who may not follow you online or drive past your building. A well-designed flyer highlights your pastries, specials, and story, making it easy for customers to remember your brand. Flyers also create a personal connection because they're handed out face-to-face, which helps build trust and curiosity. Overall, they help spread awareness quickly and bring new customers through your doors.

Email Campaign

Subject: Taste the Tropics + 10% Off Pastries

Body:

Hello from Plumeria Petal Pastries,

Our kitchen is full of island favorites this week; from soft, sugar-dusted malasadas to our bright, tangy Guava Chiffon Cake. Pair any treat with a Mango Nectar or Passionfruit Iced Tea and enjoy a little tropical escape right here in Castle Rock.

For a limited time, enjoy 10% off all pastries. It's the perfect moment to treat yourself or share something sweet.

Visit us at 312 Meadowlark Street, Suite A, Castle Rock, CO 80104.

Offer valid through April 30.

Email marketing is a powerful tool because it allows Plumeria Petal Pastries to communicate directly with customers who are already interested in our products. Unlike flyers or street art, emails can share detailed updates about new pastries, promotions, catering options, and upcoming events. They also help build long-term relationships by keeping customers engaged and reminding them to visit regularly.

Since emails can be sent to many people at once, they are a cost-effective way to reach a large audience. Overall, email marketing helps us stay connected, increase repeat visits, and grow a loyal customer base.

Marketing appendices



A legal graffiti mural is a powerful marketing tool because it creates a bold, eye-catching visual that instantly grabs the attention of people walking or driving by. Unlike traditional signs, street art feels creative and memorable, which helps your bakery stand out from other local businesses. The mural also reflects your tropical theme, giving customers a sense of your brand's personality before they even step inside. Because people often take photos of unique murals, it can also lead to free social media exposure when they share it online. Overall, the graffiti mural helps build curiosity, foot traffic, and a strong community presence.