



[WWW.SOMETHING-SWEET.CO](http://WWW.SOMETHING-SWEET.CO)  
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682-407-5546 OR 817-729-5806

Something Sweet Bake Shoppe is a by appointment only, specialty bakery in Arlington, Texas. We specialize in Custom Celebration Cakes and Something Sweet for any occasion.



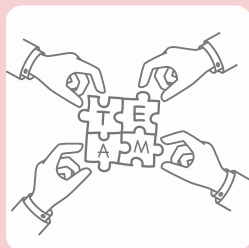
## OUR MISSION

Our mission is to unify our community through memorable experiences and to deliver excellence to those we serve.

## VALUE PROPOSITION

At Something Sweet Bake Shoppe, we don't just make cakes. We specialize in customized experiences and bake your memories from scratch.

# CORE VALUES



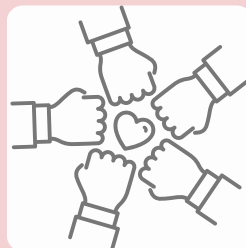
### TEAM WORK

Cultivating a positive and cooperative environment for our team members and customers



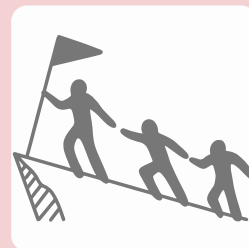
### EXCELLENCE

Committed to consistency, high quality ingredients, and memorable experiences



### ACCOUNTABILITY

Operating in a safe and compliant environment where every team member has ownership of all duties



### MOMENTS THAT MATTER

Dedicated to leadership development, empowerment, and community service

# PRODUCTS & SERVICES



## Custom Cakes & Cupcakes

Custom Cakes start at \$150 and Custom Cupcakes start at \$65. These items can be customized for Birthdays, Anniversaries, Showers, Special Events, and much more.



## Wedding Cakes

At Something Sweet Bake Shoppe we are dedicated to every detail, and committed to customizing wedding cakes to be a reflection of love and happiness. Our wedding cakes start at \$400 for 50 servings.



## Signature Sweets

Our Signature Sweets Collection is perfect for any occasion or no occasion at all! Signature Sweets include non-custom, dessert style cakes, cupcakes, and cookies. Signature Sweets range from \$36 to \$75.



## Custom Acrylic Toppers

Custom acrylic toppers are the perfect addition to elevate your custom cake or cupcake.

# PRODUCTS & SERVICES



## Cake Tastings & Consultations

Cake tastings and consultations are available for weddings and events with over 100 servings.



## Wholesale Baked Goods

Our gourmet wholesale baked goods include muffins, cookies, croissants, and cupcakes for B2B sales. Vegan options are also available.



## Merchandise & Apparel

Something Sweet Bake Shoppe Apparel collections are launched periodically for fundraising and to increase brand awareness

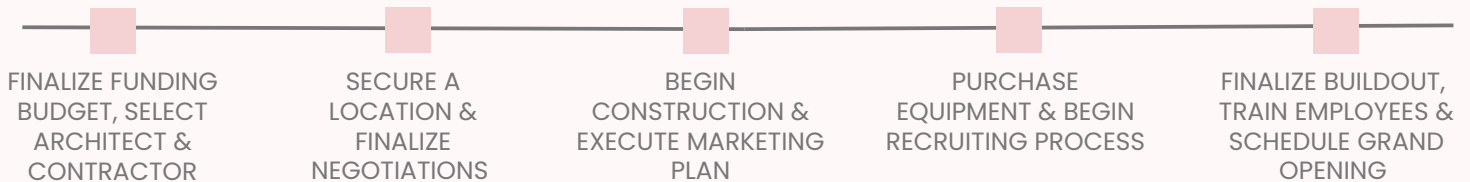


## Cake Decorating Classes

Group and private classes are offered for all skill levels.

# STOREFRONT ROADMAP

GRAND OPENING – Q3 2024



## 2024 GOALS & TIMELINES

**STEP 1**

OBTAIN MINORITY OWNED  
BUSINESS CERTIFICATION &  
CHAMBER MEMBERSHIPS

**STEP 5**

BEGIN CONSTRUCTION, &  
EXECUTE MARKETING  
STRATEGY

**STEP 2**

SECURE FUNDING

**STEP 6**

RECRUIT & TRAIN  
THE DREAM TEAM  
(OFF-SITE IF NEEDED)

**STEP 3**

HIRE AN ACCOUNTANT &  
ATTORNEY

**STEP 7**

COMPLETE CONSTRUCTION,  
PURCHASE EQUIPMENT &  
DECOR

**STEP 4**

FINALIZE COMMERCIAL LEASE  
& ARCHITECT/CONTRACTOR  
AGREEMENTS

**STEP 8**

GRAND OPENING  
CELEBRATION

# LOCATION LOCATION LOCATION

## LEGACY AT VIRIDIAN - 1,573 SF

RENTAL RATE  
\$28 SF + 6.75  
NNN

VPD: 32,895  
POPULATION:  
270,631 (5 MILES)

NEAR I-30, HWY-183 &  
ARLINGTON'S  
ENTERTAINMENT DISTRICT

AVG. VIRIDIAN  
HOUSEHOLD INCOME:  
\$150K-\$200K

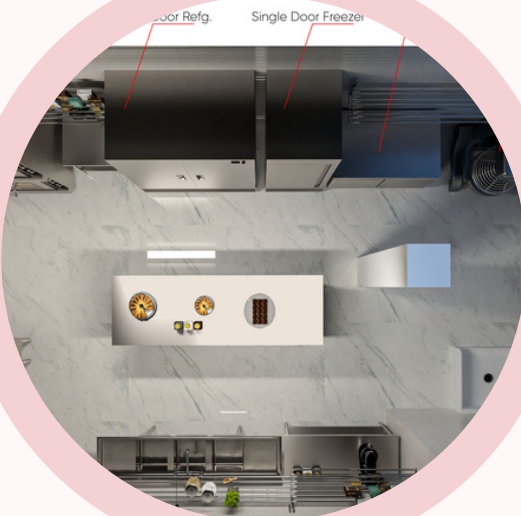
## VILLAGE CREEK SHOPPING CENTER - 1,110 SF

RENTAL RATE  
\$18 SF + NNN

VPD: 22,582  
(LAMAR)  
VPD: 113,287  
(I-30)

NEAR I-30, ARLINGTON'S  
ENTERTAINMENT DISTRICT

AVG. HOUSEHOLD  
INCOME: TBD





# FUNDING BUDGET – \$330,000

EXPENSE	COST	EXPENSE	COST
Construction	<b>\$143,000.00</b>	Architectural Fees & Permits	<b>\$17,500.00</b>
Working Capital – 3 Months	<b>\$76,000.00</b>	Emergency Fund	<b>\$12,000.00</b>
Equipment	<b>\$56,000.00</b>	Grand Opening Celebration	<b>\$5,500.00</b>
Signage, Furniture & Decor	<b>\$20,000.00</b>		
<b>ESTIMATED BUDGET= \$330,000</b>			

# PROJECTED REVENUE & EXPENSES

Potential Foot Traffic	22,582 Vehicles/Day
Potential Customers/Day (.01%)	225.82 Customers
Conversion Rate (25%)	56 Customers/Day
Average Purchase Price	\$25
<b>PROJECTED ANNUAL REVENUE</b>	<b>\$497,000.00</b>

EXPENSE	COST	EXPENSE	COST
Payroll	<b>\$15,360.00</b>	Loan Payment	<b>\$1,000.00</b>
Rent, Utilities & Insurance	<b>\$5,000.00</b>	Savings	<b>\$1,000.00</b>
Pro-rated License, Permit & Tax Fees	<b>\$4,450.00</b>	Subscriptions	<b>\$750.00</b>
Investor Dividend	<b>\$3,333.00</b>	Transportation	<b>\$650.00</b>
Inventory & Supplies	<b>\$3,000.00</b>	POS System & Transaction Fees	<b>\$420.00</b>
Accountant, Freelancers & Contractors	<b>\$2,500.00</b>	Membership Fees	<b>\$187.50</b>
<b>MONTHLY EXPENSES= \$37,650.50</b>			

# CLIENT PERSONAS

While millennials are our target market and contribute to 70% of the clientele all customers are welcomed to celebrate with Something Sweet. Our ideal clients are navigating through some of the most exciting seasons of their lives: graduations, engagements, weddings, baby showers, 30th and 40th birthdays and more. We have custom dessert options for extra special occasions, and non-customized desserts, known as our Signature Sweets Collection, for individuals who are just in the mood for something sweet

## Kennedy

The Millennial Bride-to-Be

### CHALLENGES

- Organizing a memorable wedding
- Finding vendors that fit her vision

### FRUSTRATIONS

- Overwhelming options in the wedding industry

### GOALS

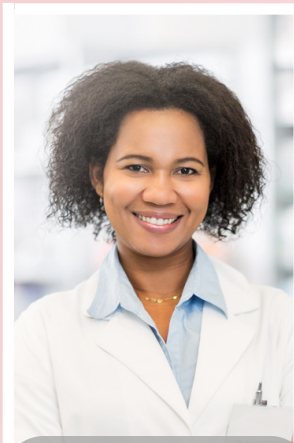
- To have a dream wedding
- Start a family soon

### SOURCES FOR INFORMATION

- Wedding Trade Shows
- Pinterest
- Instagram
- Word of Mouth

### INTERESTS

- Community Service
- Traveling
- Wedding Planning
- Wine Tasting



Age: 32  
Occupation: Pharmacist  
Location: Viridian  
Income: \$130,000  
Marital Status: Engaged  
Kids: None (yet!)

## Joshua

The Birthday Celebrator

### CHALLENGES

- Finding time to relax
- Balancing work-life
- Finding unique ways to celebrate milestones

### FRUSTRATIONS

- Repetitive birthday celebrations
- Lack of new experiences

### GOALS

- Travel more
- Invest in stocks
- Keep up with tech trends

### SOURCES FOR INFORMATION

- Tech Blogs
- YouTube
- Twitter
- Friend recommendations

### INTERESTS

- Technology
- Video Gaming
- Weekend Getaways
- Craft Beer
- Sporting Events



Age: 35  
Occupation: Software Engineer  
Location: Euless, TX  
Income: \$110,000  
Marital Status: Single  
Kids: None

## Aja

The New Mom

### CHALLENGES

- Sleepless nights
- Finding quality childcare
- Making time for self-care

### FRUSTRATIONS

- Lack of time for personal interests
- Exhaustion

### GOALS

- Raise a healthy child
- Return to work
- Maintain a strong relationship with her spouse

### SOURCES FOR INFORMATION

- Parenting Websites
- Social Media Bloggers
- Recommendations from friends and family

### INTERESTS

- Baby Products
- Parenting Blogs
- Family Outings
- Pilates



Age: 28  
Occupation: Pediatric Nurse  
Location: Arlington, TX  
Income: \$90,000  
Marital Status: Married  
Kids: 1 infant

## Spencer

The Sweet Tooth Enthusiast

### CHALLENGES

- Finding quality time to spend with family due to busy schedules

### FRUSTRATIONS

- Not having enough downtime
- Wanting to find unique ways to mark big family occasions

### GOALS

- Celebrate 20th wedding anniversary
- Hosting epic children's birthday parties

### SOURCES FOR INFORMATION

- Recommendations from colleagues
- Local community event

### INTERESTS

- Part time event planner
- Attending children's sporting events
- Traveling
- Hiking



Age: 33  
Occupation: Educator  
Location: Grand Prairie, TX  
Income: \$75,000  
Marital Status: Married  
Kids: 2 (ages 8 and 10)



# COMPETITIVE ANALYSIS

Arlington, Texas is one of the fastest-growing metro areas in the country. The market for bakeries in this region can be robust due to its increasing population, and a diverse and thriving community that enjoys a blend of traditional and unique baked goods.

## SUGAR BEE SWEETS

- **Specialty:** Custom wedding cakes, special occasion cakes, and a daily selection of gourmet cupcakes and pastries
- **Strengths:**
  - High-quality custom cakes with unique designs.
  - Positive online reviews and established local presence.
- **Weaknesses:**
  - Price point might be higher than some other local bakeries due to the custom nature of many products.
  - Limited variety compared to larger bakeries.

## NOTHING BUNDT CAKE

- **Specialty:** Bundt cakes in various sizes and flavors
- **Strengths:**
  - Strong brand recognition as it's a nationwide chain.
  - Consistent product quality and taste.
  - Offers a wide variety of bundt cake flavors.
- **Weaknesses:**
  - Less "local" feel due to being a chain.
  - Limited to bundt cakes, which could be restrictive to some customers

## TIFF'S TREATS

- **Specialty:** Cookie delivery service
- **Strengths:**
  - Offers the unique value proposition of warm cookie delivery.
  - Diverse menu including brownies and ice cream.
  - Convenient online ordering system.
- **Weaknesses:**
  - More of a niche market, mainly targeting cookie lovers.
  - Might not be the first choice for special occasion desserts or larger pastry orders.

## THAT'S THE CAKE BAKERY

- **Specialty:** Custom cakes for weddings, birthdays, and other occasions
- **Strengths:**
  - Offers a wide range of flavors and designs.
  - Positive reviews and testimonials.
  - Established reputation in the Arlington community.
- **Weaknesses:**
  - May have higher wait times during peak seasons.
  - Prices might be on the higher side due to custom orders.

# APPENDIX

# BRAND GUIDELINES

## COLOR PALETTE

#F4D1D3

#FFFFFF

#000000

#777777

## LOGO



Poppins

Poppins

*Anydore Regular*