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# TASK 2 – CASE DISCUSSION

# Business Plan

## GLAZED DONUT SHOP

### I. Business Description

Glazed Donut Shop creates specialty, gluten-free donuts. Our sole product is gluten-free donuts, so there is no risk of cross-contamination for individuals with celiac disease or gluten allergies.

### II. Company Description

The key employees are the bakers who make the dough, fry and glaze the donuts. The cashiers work at the cash register and handle customer orders. The store manager ensures the store operates smoothly and high-quality customer service is provided with each transaction.

**Mission Statement:** To provide high-quality, gluten-free donuts for individuals with celiac disease and gluten allergies.

### III. Target Market

The target audience for Glazed Donut Shop is individuals with celiac disease or gluten allergies. In the greater Boston area, there are limited gluten-free breakfast options, especially one that offers donuts. It's difficult to create a fluffy consistency and texture for gluten-free donuts. Our kitchen is strictly gluten-free, and we've perfected our donut recipe and eight different glaze recipes.

### IV. Products and Services Line

We offer gluten-free donuts with eight different glaze options. Each donut costs \$3 and our freshly brewed coffee costs \$2.



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