

BRIDY'S BAKERY

Analysis by Jacob Tapia (MBA)

Introduction

For the past couple of years, I have driven by this store visiting family during holidays. I have always wanted to come in but time did not allow. Since recently moving to Frankfort area, I was able to make time to come in and enjoy a tasty treat. This analysis is birthed from that visit and a conversation I had with Bridy. My hope is that some of this information and analysis will give you insight that will help your business succeed and flourish in this area. I wish you all the best in your endeavor!

Positives

Some of the positive things Bridy shared with me are as follows:

- There is a consistent customer base (avg. 15 per day)
- People like the food.
- The business is manageable.
- The husband and wife team works well together.
- There are clearly defined roles and help is available if needed.
- The owners have tried very hard and are committed to building a long-term business.

My personal positives are as follows:

- I thought Bridy was a pleasant, interesting person and I enjoyed hearing her story of perseverance and personal growth.
- As a "millennial", I enjoyed seeing the free wifi and tables. This lets me know I am welcome to stay and do some work if needed.
- Food was delicious! I will definitely be back and recommend the bakery to my friends.
- "The story" – I think this spoke to me the most to hear how Bridy has come from a different environment and, through some hardships, is seeking her "American Dream".

To close my opening positives, I want to congratulate you for making the investment and taking the risk to provide excellence and a valuable service to the community. Your vision helps make this city a better place!

Store Review

Overall - Good location on downtown square. Shop has a small, cozy feel. Free Wi-Fi is available. Shop is very clean. Outside seating available.

Food – The donut I purchased was one of the highest quality donuts I have ever had. The dough was chewy and the filling was delicious. The frosting was thick and sweet. There was a little less filling than what I like. The pastries all looked delicious and there were a good selection of donuts. The coffee was good but took a minute for me to figure out, as I am not used to using a Keurig.

Atmosphere – When I walked into the store, I was unsure what the business was. It seemed like a small town donut shop but the owner was wearing a white chef's jacket. This made me wonder if this was a high-class place rather than a donut shop. I later learned that the owner was self-taught but I would not have known the difference. This seems like a small thing but people do notice right down to the way someone is dressed and how they keep themselves.

Customer Service – I thought the owner (Bridy) was very friendly. She was talkative but seemed flustered.

Appearance – White chef jacket did not match the area. Consider using a more toned down approach on a day-to-day level or have someone (local) who covers the front during peak times. The chef outfit would be great when consulting with clients or doing the baking. My point is that it sends conflicting messages. Are you a high-level chef or are you a self-taught hometown family business.

Cakes – It might be advantageous to bring some separation to your business and divide the store into two parts. Or at least have some separation in your approach. For example, a table set off in the corner for consulting on cakes.

Store Cleanliness – No bathroom (that I could see). The store seemed very orderly and that appealed to my subconscious "OCD".

Signage – I thought the food choices could be more clearly marked to show pricing and selections. If there is a restroom available, signage to denote the location would be good.

Promotions – The main thing I noticed was the lack of promotional and informational materials. One of your goals is to showcase your work and give visitors enough information to tell the about you and help them make decisions to buy. This can be accomplished through brochures and picture books.

Website

Your website is the doorway to the business for many customers who will do some research before the visit. Here are some thoughts on your current site.

Home Page – The first picture I saw was that of a wedding cake. After visiting the store, I would not think that cakes would be sold there. It matches the sweetness aspect but does not match up in the store. The reason this is important is that you want a CONSISTENT experience throughout all of your social media venues. Consider adding different sections on the home page to denote different aspects of the business if you are going to keep a multi-focus approach.

Logo – The logo appears to be scanned or very low quality. The text seems to be hand drawn. It was unclear to me if the two forms were children, or trolls, or ????. They appear to have spatulas in their hands but it is hard to distinguish. Overall, this needs to be cleaned up and possibly updated to reflect your business. It should be a clear sign to people what you are all about. It will also help you achieve consistency in your marketing and help your brand recognition.

Advice – If this logo is your final design, consider making it better quality through illustrator. Ideally, you need to redesign this logo to project a cleaner presentation of your work.

Logo Contd. – The tagline in the logo is, “A little shop of sweetness”. My question is, “How do the hot food options fall into that category?” They are not sweet options. It almost appears that there is a conflicting message and

your strategic advantage (refer to question area below) may need to be revisited to show up these areas.

Lunch Sidebar – The lunch menu is updated letting me know that someone is updating the website. However, the website itself looks very outdated. This makes me wonder why the information is updated but not the website itself.

About Page – There is great information on the family, history, and business vision. However, when I visited the store, I did not feel that the “good old fashion mom and pop store” feel was present. It seems like the website does not match the store itself. The goal of each person having a pleasant experience was definitely fulfilled in my visit.

Menu Page – This page was laid out well but lacked a cohesiveness that should be available to people trying to make decisions on ordering your food. Consider adding a call to action such as a big orange button with the text “Order Now”.

Website Suggestions

Social Media Links – Consider adding links like instagram, email address, and a contact form on your “Contact” page.

Mobile Friendly – Simplify and make mobile responsive (included with most modern templates).

Photography – Have someone take good pictures of all your food choices. This gives consistency and makes the site look professional.

Website Template – Consider purchasing a website template (roughly \$75 max) and have it installed by a web designer.

Set up a Google Phone Number – Contains text messaging, call-forwarding, and voicemail options.

Final Thoughts – If your goal is to project an image of professionalism, you must redo this website. It would be beneficial to put some of your finances into this if you want to brand yourself as a serious bakery.

Social Media

Google Search

The first Google search I did turned up the following:

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=bridy%27s%20bakery%20frankfort

About 2,730 results (0.54 seconds)

BRIDY'S BAKERY HOME PAGR
www.bridysbakery.com/
 Welcome to Bridys Bakery, we are located in downtown Frankfort, Indiana, 46041, at 8 South Main Street, you can contact us at 765-659-5570. Our hours are ...

MENU
 Welcome to Bridys Bakery, we are located in downtown Frankfort ...

ORDERING · CORPORATE · CONTACT. Bridy's Bakery ...

contact
 We do special orders for cakes, pies, cupcakes, Contact us for ...

[More results from bridysbakery.com »](#)

about
 8 South Main Street Frankfort, IN 46041 765-659-5570. HOME ...

corporate
 Make corporate function easy! Bridy's Bakery will work with ...

Catering
 CATERING · ORDERING · CORPORATE · CONTACT ...

Bridy's Bakery | Facebook
www.facebook.com · Places · Frankfort, Indiana · Bakery
 ★★★★★ Rating: 5 - 44 votes
 Bridy's Bakery added 5 new photos. ... Bridy's Bakery updated their profile picture. ... While your downtown Frankfort for the Hot Dog Festival Friday, July 29 ...

Bridy's Bakery - Facebook
www.facebook.com · Places · Frankfort, Indiana · Bakery
 ★★★★★ Rating: 5 - 44 votes
 Bridy's Bakery · 1021 likes · Bakery · Frankfort, Indiana. 5.0 ... From all of us at Bridy's Bakery, we wish you and yours a Safe and Happy 4th of July weekend.

Bridy's Bakery Frankfort, IN 46041 - YP.com

Bridy's Bakery Inc ★ Website Directions
 Bakery

Address: 8 S Main St, Frankfort, IN 46041
Phone: (765) 659-5570
Hours: Closed now

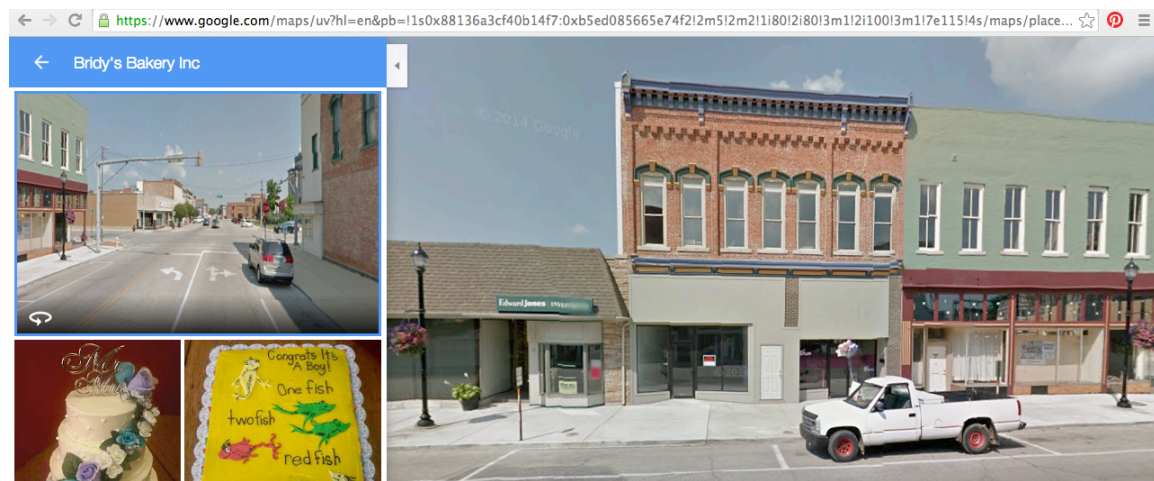
[Suggest an edit](#)

Reviews
 2 Google reviews
[Write a review](#) [Add a photo](#)

[Send to your phone](#) [Send](#)

People also search for View 15+ more

Google has captured your information well and gives your location. The most glaring issue was the lack of a picture showing the current storefront.



You should update this as soon as possible to show your new awning and window signage.

Instagram

- Instagram is a great way to connect to showcase your baked items.
- Use Instagram to show what you are making each day if you so choose.
- Advertise drawings or special events
- Follow someone that you admire and mirror his or her schedule if at all possible.
- Pictures taken on a phone will work as long as there is good lighting.
- People need to see what you are making!

Facebook

- Good number of likes (over 1000).
- Posts receive shares and likes (This is very positive because it raises visibility).
- It was interesting to note that the donuts seemed to be the least promoted on the page but are the highest profit margin for the company.
- Consider putting more emphasis on the donuts. When commenting, use a signature such as “B” or “S” indicating who is posting.
- Try to interact with those commenting if at all possible. Could be as simple as, “Thanks!” or a smiley face.
- Consider advertising for an annual drawing. Draw names from those who share the post or picture.
- Use short video clips to highlight your products. Videos have a higher click rate and can be shared.

Suggestions – Social media is an incredible way to share your story and let people know who you are and what you are all about. You can be as transparent as you want (include family, kids, dates, anniversaries, etc.) or simply keep it business focused (food choices, customers, charity work, store updates, features of your store, etc.).

Building Customer Loyalty

Here are some ideas for building a “rolodex” of returning customers. The goal is to build life-long evangelists for your brand.

Email Signup – This is a must for building a client list on your website and in your store. Gather these emails through drawings/give-aways, special offers, or information requests. Consider offering a free donut and coffee for

enrolling in email updates. Set up a free account using Mailchimp or Awebber.

Punch card – Could be for donuts or coffee. Very inexpensive to make and promotes return visits.

Ratings through Yelp and Google – Ask people to rate you on these sites. This raises visibility and gives credibility along with feedback.

Brochure – Having a brochure that gives quick info about your business is imperative. This must be able to share your story, give a menu overview, and invite the guest to get connected to you via social media.

Tabletop information – Consider purchasing inexpensive plastic holders with 5x7 inserts. Set them on the tables and highlight YELP reviews, incentives, special events, etc.

Food Suggestions

Coffee – Consider purchasing thermoses with pump handle that could be used to offer different types of “exotic/specialty” coffees. This can be helpful if you have several guests at once. Instead of having a long wait and having to explain the Kurig to the guest (as was the case in my visit), this would be self-serve. This would also compliment the donuts. Have a nicer condiments area with everything easily accessible such as creamer and sugar. The goal here is to plan for more customers and streamlining the process.

Samples – People love to try new things. Have samples in a glass container so customers can see them and have easy access.

Changing Menu – It seems that having an ever-changing menu could be detrimental. From my perspective, it appears that it would take more time, updating, and planning that could be used promoting a consistent menu. Consider having limited amounts of all foods or offering specialties on a bi-weekly basis. It seems the energy could be better spent on marketing or connecting with customers. If this is something that you are set on doing, you might consider raising your prices on the specialty foods to make it worthwhile.

Lunch Orders – Consider taking pre-orders for breakfast/lunch. This makes it easy for people to stop by and pick up their order.

Community

This is so important in the 21st century and especially among North Americans. They want to know that their money is not only supporting the businesses, but that the business is involved in the community. Here are some suggestions that might get you noticed in the community and garner support from places you may not even imagine.

Go green – Consider chemical free zone and use “green” products.

Charity Work – Consider connecting with local charities and make a donation of food or time. Consider police, fire, or other public service companies that have strong connections with the community.

Teaching – Offer a class/session for people to come and learn to make a certain dessert or some recipe. Consider some type of fun & wine event.

Chamber of Commerce – Make sure that you are available to visit other’s businesses that open in the community. This shows you are a team player and want to support others.

Book Recommendations

E-Myth Revisited (For Small Business) – Michael Gerber

Getting Things Done (For Time Management) – David Allen

Questions For Discussion

Upon answering these questions, you should have a good idea of what you want to become and will then be able to plan the steps necessary to take you to the next level.

How big do you want to get?

This question gives you insight into how large your vision is for the company. If your goal is to remain a “mom & pop” store, then it may mean little change for you. If your goal is multiple locations and increased client

base, you will have to grow your and stretch beyond your current comfort zone.

*What is your **strategic advantage**?*

This is what makes you stand out from every other bakery in the city/county/state. It is what sets you apart and may include a quality over quantity strategy. At this point, it appears you have an undefined focus and are going with a multi-focused approach (all things to all men). Do you want to do three things good or one thing great?

Where will you be in five years?

This gives you insight into where you want to be in the future. It should inspire you to reach for more and will stretch you to think on a broader level.

What are your goals?

During my conversation with Bridy, and after some prodding and clarifying, she told me that she would like to reach these goals.

- Double customer base from 15-30 daily customers.
- Increase visibility downtown.

My thoughts are that it took way too long to verbalize what is the next level for the business. This lets me know that things are still a bit unclear as to the future. There should be clear, time sensitive goals that are written down in order for this business to succeed. If there is no vision, people will recognize it and will always treat this as a fly-by-night venture. You will also need vision, mission, and written goals for future financing if you so desire.

Bridy also shared with me the following frustrations:

- Not having results from marketing efforts.
- Lack of customer base growth.
- Poor visibility in community.
- Hard to break into the area.
- Lack of money to do extras (marketing, website, etc.).

All of these problems are treatable! 😊

By focusing on your mission and putting together a clear plan for growth, you will be able to overcome these and see your dreams fulfilled!

Final Top Three Things

1. Define who you are and where you are going – Make sure to take the time to clarify your vision, what you want to become, and how you want to be known. This will affect everything and if you don't have clarity, you will always be a mile wide and an inch deep in your offerings. Your plan should include actions for growth.
2. Start marketing with free outlets – Max out your social media so that people will say, "You're everywhere!" Post about things you like and things you are doing on a *daily basis*.
3. Develop relationships – Strive to spend a good portion of your time reaching out to new customers and maintaining relationships in this critical juncture.

Conclusion

Keep up the great work! I believe in your vision and I think you have the potential to make a great impact in the Frankfort and larger community. It is my hope that this information will help you in some small way.

Here are some ways I could help your business in the future:

- Marketing campaigns.
- Email subscription growth.
- Strategic planning.
- Website support.
- Financial analysis for decision-making.

Please let me know how I can help you in the future!

Sincerely,



Jacob Tapia (MBA)