Cakes & Bakes®

FRANCHISE PROSPECTUS

Something for All Occasions



www.cakesandbakes.co.uk







ABOUT US

Cakes & Bakes® was first established in 2002 in East Ham, East London after we saw a gap in the market for boutique cake shops. With the public's increased demand for high end celebration cakes, it has grown exponentially over the past 20 years and the trend is set to continue. We've seen an increase in the demand for vegetarian and egg-free products and are excited to be positioned to also cater to that need.

Cakes & Bakes® products are handmade and freshly produced in our kitchen by qualified bakers and chefs. Our recipes combine a special blend of ingredients to deliver that sensational taste only to be found in our stores.

In our flagship shop we now have a sit down offering with teas, coffees, cakes, scones, crème brûlée, cheesecakes, cupcakes, brownies, biscuits, cookies and more. All cakes, desserts and pastries are baked and decorated in our central bakehouse in Romford. Our Cakes & Bakes® shops just add the finishing touches like fruit, chocolates and personalised messages. But as a franchisee you will get to decorate the cakes from scratch.

We also offer online ordering and have a fleet of delivery vans to offer delivery anywhere within the M25 – including a same day delivery option on selected cakes.

Our customers seem to love what we do and have played an integral part in our Cakes & Bakes® success story.

Cakes & Bakes® has gone from strength to strength. We now have 9 shops located in Norwood, Sutton, Goodmayes, Leyton, Edmonton, Walthamstow and South Woodford, East Ham and Ilford Lane. But we don't just want to stop there. We want to expand Cakes & Bakes across the country and bring our delicious, freshly made cakes to a city near you.

OUR CUSTOMER OFFERING

Cakes & Bakes® has something for all occasions, from the special birthday cake to the big celebratory wedding cake, plus everything in between. With over 100 various flavours and designs to choose from, there is something for everyone. Besides, we think all our novelty cakes are special!

Our cakes can even be personalised by adding photos and personal messages and we'll deliver it to our customer's doorstep right in time for the special occasion.

We also sell brownies, biscuits, savoury pastries, drinks (hot and cold) and party items (balloons, candles and cake toppers). These items are a lesser revenue stream than our celebration cakes but still very popular.

Our core customers are predominantly women aged 25-45. Being London based, we cater to a very multicultural customer base, we have seen a huge demand for eggless and fresh cream cakes which we sell a huge amount of and also have egg range and buttercream offering. 99% of our products are also Halal, and we also have a small vegan range of cakes which we are looking to expand.

Excellent customer service from start to delivery. Cakes are delicious and so freshly made they last a few days; our cakes were eaten very quickly with everyone wanting a second slice. Definitely will reorder at the earliest opportunity.

Tracy Harris

WHY FRANCHISE?



Lack of Time?

Few opportunities offer the flexibility of running your own business. The Cakes & Bakes franchise allows you to set your own hours and work around family commitments. Build the life you deserve!



Lack of Money?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee, subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks, who can answer any of your questions.



Do I Need Experience?

Initial training is comprehensive and time will be spent ensuring that you will be able to manage your own Cakes & Bakes® business.



How do I Make Money?

You will be given the tools to operate your business from the outset, which means you have the freedom to reach your potential when you start your business.

Fear of Failure?

The UK Franchise Industry is in fantastic shape!

- The Franchise Industry contributes £15 billion to the UK economy – an increase of 46% over the past 10 years
- Over half of franchisees are now declaring an average turnover that exceeds £250,000
- Employment has continued to increase with one-third of franchisees employing 10 or more staff
- An incredible 97% of franchisees are running in profitability
- An impressive 91% of franchisees have declared satisfaction with their franchisor
- 80% of franchised brands are UK-owned and developed

* Sourced from the BFA/NatWest Franchise Survey

Franchising is a fantastic way to boost your income whilst being your own boss. With Cakes & Bakes® you can be sure that we will be with you every step of the way helping you to build a profitable business alongside our already established and successful brand.



WHY CAKES & BAKES?

We are One of the UK's Fastest Growing Cake Brands!

At Cakes & Bakes® we pride ourselves on creating high quality, great tasting cakes and savoury products that meet our customers' demand for celebration cakes and sweet treats.

Our cakes are baked to our own recipe to create that unique taste our customers have come to recognise as the Cakes & Bakes® experience. That, coupled with our exceptional level of customer service and dedication to strict operational standards, is why we stand out from our competitors. Everything we do is geared toward making it easy for all our franchisees to replicate the same standards wherever they are.

With our brand positioned at its most opportune period for growth, this is an exciting time to join us. We offer massive opportunity for growth as we continue to develop our brand as a leading provider of celebration cakes for all occasions in the UK.

THE OPPORTUNITY

With a Cakes & Bakes® franchise you will be able to benefit from our marketing activities and receive training, advice and support to manage and run your own high street Cakes & Bakes® shop. Build and grow a profitable business without having to start from scratch or go it alone. Much of the legwork has already been done for you plus you'll be given plenty of support to get you up and running as soon as possible.

Your Role

You have the opportunity to own your own Cakes & Bakes® business in your chosen territory. You will be providing our delicious and freshly made cakes to your customers. We will supply baked sponges and all ingredients; your role will involve decorating and finishing your customer's cakes.

Our Role

We will provide you with all of the necessary tools to help you launch your Cakes & Bakes® business with confidence. This will include materials, equipment, help with fittingout your premises and much more!

Training & Support

Comprehensive training will be provided at the start of your franchise journey to help get you up to speed with how we operate as well as our systems, policies and procedures. You will also receive continued support from our head office team throughout the life of your Cakes & Bakes® franchise.

Marketing

Marketing materials will be provided including support with marketing, social media and with your initial launch to spread the word about your new Cakes & Bakes® business.





THE OPPORTUNITY

Your Franchise Benefits

The rights to own and operate a Cakes & Bakes® franchise, to use the trademarks and trade name, in a defined territory, for a period of 5 years or 10 years for a Regional Development Franchise

- Full initial training
- On-territory training
- Franchise operations manual
- Launch marketing and PR package
- Fully equipped retail shop fit (turnkey)
- Initial cake stock
- External bespoke Cakes & Bakes® signage

"Top pâtissiers! Yummilicious cakes and fantastic service! What more can you ask for! It makes any occasion wonderful! Thank you to all at Cakes & Bakes – you are amazing!"

Alma L

FRANCHISE MODELS

Cakes & Bakes® Extra

Own your own Cakes & Bakes® café – with friendly faces serving our delicious cakes. This model is perfect for high streets, small towns and town squares.

Perfect for:

High streets, small towns and town squares.









FRANCHISE MODELS

Cakes & Bakes® Standard

This franchise model allows you to take orders for decorative cakes in your local area. We will supply the baked sponges and all of the ingredients so you will be able to decorate your customer's cakes to perfection, whatever the occasion!

Perfect for:

High streets, small towns and town squares.





Cakes & Bakes® Kiosk

Cake connoisseurs can grab a gift or bite to eat on the-go. Our Cakes & Bakes® kiosk is perfect for shopping centres, food halls. A Cakes & Bakes® Kiosk is only available with an Extra or Standard franchise.

Perfect for:

High footfall areas such as shopping centres and food halls.

OUR STORES

Cakes & Bakes® at Norwood

Where Cakes & Bakes® was first established back in 2002! We have a tempting selection of cakes on display in our shop window to lure passers-by.

Our Norwood shop is located in a high footfall area, right by Norwood Junction Tube & Rail Station. Commuters can grab a sweet treat on the go or drop by to order a cake for a last minute special occasion.









OUR STORES

Cakes & Bakes® at Sutton









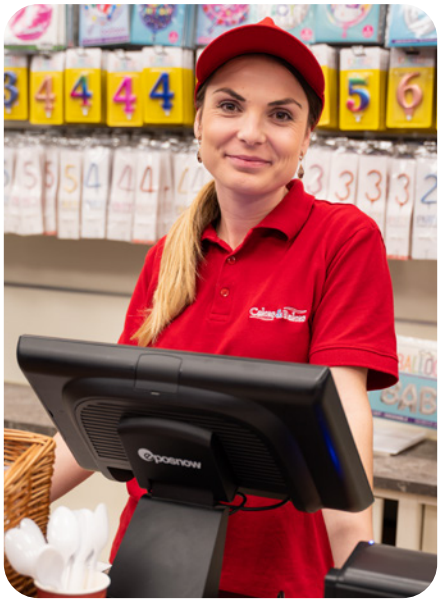
OUR STORES

Cakes & Bakes® at Goodmayes









OUR STORES

Cakes & Bakes® at South Woodford









MEET THE TEAM



Ashok Duppati
CEO

Ashok is the Co-founder & Director of Cakes & Bakes® as well as the Founder & CEO of technology based company BluPace. With a double master's in computer application and business administration, his drive and determination to succeed began at an early age. He is a serial entrepreneur with the capability of building bootstrap businesses and taking them to great heights.

Ashok is a result-oriented dynamic leader having roots in the technical side as well as having a passion for the food industry. His forward-thinking, versatile and resourceful attributes have helped take Cakes & Bakes® from a single shop to a successful and expanding group.

With a track record of implementing business strategies and a background in innovative technologies and improving IT systems, Ashok is perfectly positioned to continue to grow and support the Cakes & Bakes® brand.



Dheeraj Siripurapu
COO

Dheeraj has a computing background having completed his master's in computer science at Middlesex University. He has used his IT knowledge to build successful businesses in IT, restaurants and party supplies before cofounding Cakes & Bakes®.

Dheeraj's IT background and attention to detail has pushed him to excel in building business operations. He has taken grassroot businesses to multimillion pound turnover companies using his IT process driven strategy.

With an entrepreneurial outlook Dheeraj can spot a gap in the market and build the foundations required for a thriving business, just as he has done for Cakes & Bakes®.

MEET THE TEAM



Lennie Robertson
Bakehouse Manager

Lennie is a qualified patisserie chef having trained at Barking and Dagenham Catering College in 2015. With over 7 years of experience in the patisserie world Lennie is perfectly positioned as our bakehouse manager. Lennie oversees every cake and slice before it leaves the Bakehouse ensuring only the top quality bakes leave to our customers.

Prior to Cakes & Bakes®, Lennie was Head Pastry Chef at 'Seasoned Events', catering for a huge array of high profile events including the Royal Variety Performance and Henley Regatta.

Lennie loves making macarons, a skill that has taken over 3 years to perfect and they now adorn many of our cakes.



Andrew Buckfield
Production Manager

Having completed his level 2 & 3 chef's diploma, Andrew found his passion in desserts and went on to complete a level 2 & level 3 diploma in patisserie and confectionery at Westminster Kingsway College. He has over 10 years' experience in cake decorating having started his career at Patisserie Valerie before moving on to the famous Hummingbird Bakery and later to Flavourtown.

Andrew joined Cakes & Bakes® in 2020 and has been instrumental in creating many of the iconic Cakes & Bakes® designs we sell today.

Andrew is also a keen gardener and often takes inspiration for his cake designs from his annual visit to the Chelsea Flower Show.

MEET THE TEAM



Patrick Da Silva

Franchise Consultant

Patrick displays willingness and an intrinsic motivation to gain knowledge and self-improve by spending every spare moment growing and fine tuning his broadened skillset.

Patrick has numerous higher education certificates varying from investment analysis and portfolio management to Draughtsmanship (design and modelling) and Quantity Surveying.

Patrick joined Accentia with one ambition, and that is to add value to all our clients. One meeting with him is all you need to feel his passion for business and to share in his enjoyment in seeing his work, bring success to others, in their dreams to own and run a franchise business.

FAQS

How quickly can I get started with my Cakes & Bakes® franchise?

Every franchise launch is unique and individual, we will work with you to get you up and running as quickly as possible. All our initial training is done on a one-to-one basis and this enables you to get your Cakes & Bakes® business off the ground.

How much can I earn in my Cakes & Bakes® franchise?

As soon as we have met you will be provided with a confidential Franchise Information Memorandum amongst many other important pieces of information. The FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure and profit and loss information.

Can I take trade and professional references on the company?

Of course! We would expect nothing less. The FIM provided at our first face-to-face meeting contains much of our reference material, but we are happy to provide further information that you require in order that you can make an informed decision.

Can I resell in the future?

Yes, you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on, our franchise agreement is for five years; you therefore have an asset that is resaleable at a premium price.

How can I finance my franchise?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee, subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks who will be happy to answer any of your questions.

Of particular importance to those establishing a Cakes & Bakes® franchise, we have a loan facility in place with The Start Up Loans Company. This is a UK government lending initiative where new start franchises can borrow unsecured and at a low rate of interest up to £25,000 for the purchase and establishment of the business. Additional funding is available as required.

ARE YOU RIGHT FOR US?

Cakes & Bakes® are looking for ambitious and selfmotivated individuals to join the already fantastic team!

You will need to be a people person who is passionate about quality and providing a fantastic customer service.

Cakes & Bakes® franchisees must be prepared to work hard, be persistent, patient and willing to learn. You must plan and balance activities, build the right team and make sacrifices.

You do not need to be a baker to join our franchise, you will receive all the training you need in order to get setup and running your Cakes & Bakes® business successfully.

As a franchisor we will be entering into a partnership with you, which involves significant levels of trust and confidence from both sides. The recruitment process involves a significant investment in time, money and effort with any new franchisee.

Whilst we encourage ideas and innovation, for brand protection it is essential that our system and proven business model is followed by all franchisees. As a franchisee, not only will you be expected to adhere to the system, but you will also be expected to be able to work well with the rest of the team.

I had to get a birthday cake on short notice as the baker I had plans with was unfortunately in contact with a COVID patient. I had one day to get a cake. Ordering was easy as the steps to choose the cake, flavours, size etc was clearly defined. On top of that I still got a call from the company to be sure they got my order correctly and it was exactly what I wanted. Delivery was as scheduled. The cake looked even prettier than in the picture and it tasted great as well."

Patience A

WHAT'S NEXT?

Love cake and have a sweet tooth?

Looking to take control of your lifestyle?

Are you ready to earn a fantastic income in a thriving industry?

If having read through the prospectus you believe you have the necessary skills and desire to become a Cakes & Bakes® franchisee, then you are ready to take your application further!

The next step is to provide you with answers to your questions regarding the franchise and then arrange for you to come and meet the team.

You will also be provided with a confidential Franchise Information Memorandum (FIM) that explains at length the unique operating methods of Cakes & Bakes® complete with a projected profit and loss over the first three years of the franchise.



SOMETHING FOR ALL OCCASIONS
















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