

# From Oven to Market: A Case Study on Baker's Plus Business Establishment, Encountering Challenges and Sustaining Growth

By

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A case study submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

BRAC Business School  
BRAC University  
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## **Declaration**

It is hereby declared that

1. The case study submitted is my own original work while completing degree at BRAC University.
2. The case study does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The case study does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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**Tausif Bari**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Tausif Bari  
Lecturer,  
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BRAC University  
Kha 224,Badda, Dhaka-1212

Subject: Submission of Case Study on “Baker’s Plus Business Establishment, Encountering Challenges and Sustaining Growth”

Dear Sir,

With all due respect, I would like to state that, I am submitting my case study report titled, “From oven to market: A Case Study on Baker’s Plus Business Establishment, Encountering Challenges and Sustaining Growth”. This case study is a part of my academic requirement to finish my bachelor’s degree and I have worked and present it as clear and honestly as possible.

In this report, I have included everything that I collected through field visits, research and also, my academic knowledge. I truly appreciate your guidance and patience throughout the journey.

I hope this report is up to the mark.

Sincerely yours,

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Ehsan Elahi Robin  
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BRAC Business School  
BRAC University  
Date: May 11, 2025

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Baker's Plus and Ehsan Elahi Robin,  
student of BRAC University

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## Introduction

In Mohammadpur, A well-known area in the middle of Dhaka, where people can signify an aroma of freshly baked bread, butter toast and cheesy buns, and pizzas whenever they're passing a certain shop. It is not coming from any supermarket, lavish café, or any van unloading its packaged foods. Instead, the origin of this aroma is a bakery shop with a quite humble, simplified yet vibrant bakery shop known as Baker's Plus. Baker's Plus is situated at the middle point of Nurjahan Road, the shop number being T42. From the outside, it can be seen as a large-sized bakery shop, but the shop is a mixture of freshness, community warmth, and dreams of establishment, where they welcome their customer to not only eat, but also enjoy the art of baking.

For the last couple of years, Dhaka's food culture has undergone remarkable changes. One of the major changes is the giant companies entering the confectionery and packaged food market. PRAN, AKIJ FOOD AND BEVERAGE, DAN, DEKKO, Olympic; these companies have entered the confectionery market and almost crushed the privately-owned bakeries. Those privately-owned bakeries lacked financial and administrative power as well, and they missed the new era of the food industry in this case. But the entrepreneurs fought back. They came up with the idea of the live bakery. The live bakery is a bakery concept, where usually the motto is to do the baking process live, in front of the customers. The whole process is done in an open kitchen so that customers can have a transparent view. This new trend of bakery shops has become popular, especially among the young generation and also for housewives, office-going employees, and even among the boomers who love tasting a freshly baked chicken bun or a piece of peanut biscuit (The Financial Express, 2023). Customers these days miss the old way of building an authentic connection with their food, and live bakeries have provided them with the opportunity to have their food like the old days.

*According to the Daily Star (2023)*, these live bakeries have established their base in the shop next door. They are not just eateries now, they're becoming lifestyle hubs. Customers like and also enjoy the show of baking, the smells coming from it, and the comfort it provides to the human brain. Be it a mother buying a burger on the go for her children, or a student grabbing a brownie on his way to coaching in the afternoon, these bakeries are always there to serve as a community space.

But with innovation comes adversity. There is stiff competition from giant companies such as PRAN, AKIJ, Olympic, etc., who are driving fast and strong and making it really hard for small businesses like Baker's Plus. These giants have the power of production, finance, administration, and labor (The Business Standard, 2023). They mass-produce varieties of baked foods and confectionery and then distribute them through their well-planned supply chain to shops all over the country. Whereas, live bakeries are limited with their resources and marketing, which are reasons behind their struggle with the growth they are expecting.

This case study zeroes in on one such player- Baker's Plus. Though Baker's Plus business success is, someone would say, Modest, the passion and dedication of the owners are a reflection of all the small entrepreneurs who are striving to make it big. A market of huge population and fresh products; they already have half the ingredients of success, but also they have most of the ingredients of failure such as branding confusion, digital invisibility, operational mix-ups etc. this case study is now going to dive deep into the strengths and weaknesses factors of Baker's Plus, and find out how those factors are making it endearing and hindering its growth.

We are going to use several key marketing and business strategy frameworks as **Porter's Five Forces, the 4P's of Marketing, the AIDA Model, and Customer Relationship Management (CRM)**. These will be used to analyze Baker's Plus. The objective of this case study is not just to portray a business story, but to discover sustainable strategies that will help Baker's Plus grow as an inclusive bakery shop and can be an example of innovation and success for other small businesses. This case study will show what it takes to build a business like this, and how a small business can thrive in a market that giant companies hugely dominate by using marketing tactics and pieces of knowledge.

### **Background: The Humble Beginning**

It all started on a breezy afternoon in late 2022. When Baker's Plus first started its journey, and from the very first day, they have been making people look at their creation, and the scent makes them stop as they go through the narrow alleys of T42 Nurjahan Road in Mohammadpur. But the idea of this live bakery was generated quite a few times ago in Mahfuzur Rahman and Adil Hossain's minds. They are the owner of Baker's Plus. Mahfuzur Rahman has been a businessman from the beginning. He had businesses in garments and accessories, but after the coronavirus pandemic, his business fell, and he struggled for years until his nephew, Adil Hossain, came up with the idea of starting a live bakery shop. Adil Hossain was a jobholder in a multinational company. He was earning well, but in his mind, he was thinking about doing something of his own. But he needed a partner who could help him with the financial support.

After convincing his uncle to use the money he had left from the accessories business, Adil Hossain first booked the T42 no shop at Nurjahan Road. They gave a hefty 20 Lacs taka advance for the 600 square feet shop. Most of their money was used in booking the shop and buying machines and ovens. In total, 10 lacs taka were used for ovens, trays, and machines. Their products are mostly from Guangzhou Food Special Equipment Ltd. The shop is well structured and organized. In the back area, the whole baking process is done. From there, they take the products/prepared goods to the trays, just lining by the side. After cooling down, they organized the products, placing them in different sections. Cookies, dry cakes, bread loaves, fruit cakes, etc., are kept by the side in trays with sections divided, where mouth-watering and attention-grabbers such as cheese pizza, chicken cheese buns, beef paratha, hotdog, bagel, sandwiches, are kept in the front in a glass-covered stall.

Everything is prepared fresh on-site using recipes they've tried and perfected over months. The menu is created in such a way that prices are kept reasonable so that local families, office workers, and students can all enjoy a pleasure without going over budget.

## Evaluation: Crack Beneath The Crust

From the outlook and the backstory, one might be blown away by the simplicity and unique charm. But if we have a deeper look, it can be seen that beneath the inviting exterior, there lie quite a few ongoing struggles. The business might be seen as a revolutionary idea against the oligarchs of the food industry, but it does face challenges like other small businesses. But to leap from stability to sustainable success and growth, these challenges and issues are critical and should be handled well. Let's see the challenges Baker's Plus is facing today by using relevant marketing and business frameworks.

- **Digital Marketing: missing action**

We are living in a world that is digitally driven and fast-moving, where visibility is everything. When a young student is craving a bagel or something to eat in the afternoon, they hardly stroll down the street nowadays. What they mostly do is they go to any food delivery app available, or they just search for cafés or restaurants on Instagram or Facebook. This is where Baker's Plus is falling behind.

They do not have any kind of digital marketing. They just have a page on Facebook, which can hardly be found, and the page does not describe the whole business properly. Without any proper posts, updates, or customer engagement, the page is just a show that Baker's Plus does exist. Those post often lacks quality visuals, compelling captions, portray of products and services, or promotional activities that can trigger engagement. Even worse, they are enlisted in food panda but can hardly be found in times of need. They do not have any Instagram account either.

These are not just missed opportunities, these are threats in disguise if a food business is striving to grow. According to the **AIDA model**, the first step is to grab the attention. Attention drives a customer to make a decision eventually. And right now, Baker's Plus is going down on the radar. Big companies like PRAN and AKIJ are investing most of their money in making reels, celebrities, food bloggers, etc., and to sustain in a market with these big fishes around, at least they need to do the basic social media marketing and customer engagement to be on track.

From the **Marketing Mix(4Ps)** lens, Baker's Plus has done a great job with "product" and "Place". Their "Price" is competitive, but they have a wobbling leg of the table, which is "**Promotion**". They do not have a strong presence in apps like Food panda, UberEATS, Foodie, etc. They do not do promotional activities on these apps, and this is where they are leaving a huge segment of customers.

- **Branding issues: existential Crisis**

Another part they are struggling with is Branding. One of the major things that is dragging down the potential of Baker's Plus is that they do not have a clearly defined brand identity. After being asked about what Baker's Plus specialty is, different customers in front of the shop have given different answers. Some say their mini pizzas are great, others say their breads are fresh and warm, some say the shop is well maintained and looks hygienic, etc. All are praiseworthy comments, but the point is that there is no consistent brand message to the customers from Baker's Plus.

Branding is not about selling, it is about building a psychological and emotional association. It's about how the name of the shop or brand makes people feel. A well-branded food business not only feeds stomachs- it also feeds the heart too. Unfortunately, Baker's Plus is yet to craft a unified and strong brand narrative.

Using the **STP Framework (Segmentation, Targeting, Positioning)**, it seems like Baker's Plus is targeting anyone and everyone- from families to students and professionals to office-goers, which is a good thing, but this is being done without a tailored message for particular groups. Eventually, that made the brand positioned in a muddy state. They do lack a memorable tagline, a cohesive tone on social media, or a distinctive visual identity.

On the other hand, even the smaller rivals are using visual storytelling(example: Azura Bakery in Zakir Hossain road). Others are dominating their sector, from funny hashtags and beautiful product photos and pastel-colored boxes, as well as rustic typography. Baker's Plus, in this case, disappears into the distance they use the basic khaki paper packets for takeaways. In conclusion, they do not portray their brand identity in any of their activity. Whereas even small food carts nowadays use their brand logo on their clothes and caps. They have had a good return on investment in the early period by their quality product, and this early profit has made them feel they have already succeeded and have not thought of any other aspect lately. Now that they have a sense of competition, as a few more have entered this business, and there are two new shops of food shops and a grocery store have started their business just on the right-hand side of their shop.

- **Customer loyalty: lacking in long-term relationship**

A business should not be just a "one-and-done" cycle. From an entrepreneur's perspective, it should be painful to realize that they are just stuck in that phase where customers come in once, just buy the food and disappear. This is the situation Baker's Plus is finding itself in now.

Though they have regular food traffic around different hours of the day, they have yet to take advantage of the traffic. There are a very small number of repeat customers, and no sign of a steady base of loyal customers. Some young people may buy from them every week, but never on a regular basis. No data collection, no loyalty card, no birthday specials or student deals, in conclusion, they are lacking highly in **Customer Relationship Management (CRM)**. There is very little to nothing going beyond the initial transaction.

This situation of Baker's Plus is working against their growth and sustainability. This also goes against the principles of Customer Relationship Management (CRM) and **Relationship Marketing**. Both of these emphasize the long-term value of a customer. *According to studies*, it is five to ten times cheaper to retain a customer than to acquire a new one. Baker's Plus has shown little intention of collecting and managing business data, and putting all their energy into just selling, with little regard for retention.

This issue came to light after interviewing some of the customers. Several customers said things as, "Oh, I do like the place, I come here when I am passing by or near this road". This is known as "passive loyalty". This is not what we know as "**Brand Advocacy**" where someone would say "this is my go to place where I want a hotdog or Pechgi Bun- I come here every day in the evening to have some snacks". This is where Baker's Plus is lacking heavily. Because lost opportunity to retain customer is lost revenue, and in a competitive market like today's food market, one cannot simply afford to lose a community in the first years of its business. Business cannot be built on strangers.

- **Internal Engagement: underutilized and mismanaged staff**

One of the good things about Baker's Plus is, the staff are quite friendly. Whenever someone comes, the staff, Arif and Sojol, standing on the front counter, greet them and talk to them. And Arif is quite polite and well-mannered. But that's all from them. They are not very good at handling orders. Often, they mix up taking orders and create chaos even when returning the exchange. There's little effort from them to upsell or cross-sell. They can hardly recommend items when being asked about them. All they can say is "our every product is fresh and good".

*According to the **Service-Profit Chain model***, employee engagement and satisfaction are directly linked to customer loyalty and the growth of the business. Staff who have the skill of upselling, like, "Have you tried our new item, Bagel, yet? People are loving it." Or "do you want some cheese cookies with your fruit cake? They are just taken out of the oven." If they come up with these selling tactics, they can significantly boost average order value. Staff are the frontline marketers in this case. They have the chance to interact and build a relationship with the customers here, or lose them.

- **Operational Inefficiency**

Let's discuss about operations last. Although the food is always complimented and accepted by the customers, Baker's Plus's kitchen is a multifaceted pressure cooker. There are not many prep places, and the workstations are always hot and compact. Tasks are often delayed because the bakers frequently run into each other during peak hours. The prep, bake, and serve areas are not clearly zoned, which causes confusion and inefficiency among the bakers at times. This impacts customer service as well as employee morale. The overall customer experience becomes average when the staff takes too long to finish an order.

In the café or restaurants, a smooth backend makes a better frontend. Your food might be good, but if your customers need to wait 15 minutes for a single order, then they might think about going elsewhere.

## Evaluation wrap-up

Baker's Plus is a beautiful creation, and it has the melody needed to go further- great products, a heartfelt mission, and a team including people who have the hunger for growth and most likely, a good place to run the business where customers come in front of the shop by themselves.

The issues are not fatal and quite fixable. branding, marketing, loyalty strategies, staff training, and layout— these are the issues that need fine-tuning to run it on the track smoothly. Otherwise, ignoring these factors and running it like the old way can be costly for the business. Especially in a city like Dhaka, where competitors are always there on the opposite side of the road. Remaining the same would be moving backwards for Baker's Plus.

Baker's Plus deserves to not only survive but also prosper, hence the following section of this case study will offer workable, practical, and reasonably priced answers to these problems.

Although Baker's Plus is a bakery with a lot of heart, heart won't help them stand out or grow in a city where culinary trends are constantly changing and compete with fast-moving national big companies who have well-packed artillery to run the market. Here, the good news is that since their issues are not unique, there are attainable remedies. A strategic combination of branding and promotional tactics, grassroots marketing, employee empowerment, and astute strategy can help Baker's Plus grow from a small local bakery shop to a memorable and sustainable neighborhood brand.

## List of central questions

1. How can Baker's Plus use the AIDA model to increase customer engagement and develop digital marketing strategies?
2. How can Baker's Plus develop brand identity?
3. How using models like CRM and RFM can help in increasing customer retention and convert customers into active brand advocates?
4. what can be Baker's Plus strategy to improve customer service as well as ensure employee satisfaction?
5. How Baker's Plus can position itself in the market by its product offering, pricing and promotional activities?
6. How Baker's Plus identify opportunities for strategic differentiation in the bakery sector?

## Strategies to counter issues

Here is a summary of the main strategies, all of which are based on workable theory and aligned with the actual problems that were previously identified. These solutions are designed for community-rooted, passionate endeavors like Baker's Plus, not for large corporations.

### ➤ **Strengthening Digital Marketing**

**Identified problem:** Weak online presence, including irregular posts, no engagement strategy, etc.

**Theoretical backing:** **AIDA Model, Marketing Mix (4Ps – Promotion), Social Media Engagement metrics** (likes, comments, follower growth, reach, engagements). Social media engagement metrics are data points that show how users interact with the content and help refine content strategy.

**Solution summary:** Baker's Plus needs to change its social media presence from just existing there to be an active, engaging page that has a story to tell and provides information that is necessary for the customers to know before they become fond of the page.

#### **Actions:**

1. **Video reels:** show the live baking process in a short but slow-paced video. A video showing pizza dough or Buns getting puffed inside the oven with a little bit of editing can get 10x more engagement than bland still photos, especially on Instagram.
2. **Content calendar:** they need to make a plan of 3-4 weekly posts across Facebook and Instagram. And they have known the algorithm and use it by balancing food photography, behind-the-scenes videos, and short stories about the bakers or their favorite customers.
3. **Theme Days:** they need to use hashtags like #sundayfunday #Midweekmelt #fridayfreshness to build anticipation and familiarity.
4. **Customer reposts:** photos and videos that are posted by the customers in their timeline and also to the food groups should be featured.

**Data Insight:** *Small businesses who publish regularly (at least three times per week) increase interaction by 67% and walk-in conversion rates by 32% in just three months. (Bangladesh Market Analysis META, 2023)*

### ➤ **Crafting a Brand's Identity**

**Identified problem:** No proper brand story, emotional appeal, visual style, or brand promotion.

**Theoretical Framework: STP (Segmentation, Targeting and Positioning), Brand Personality Framework.** (Brand Personality Framework helps a brand to define and shape its desired image. It categorizes brands into personality dimensions like sincerity, competence, sophistication, etc.)

**Solution Summary:** People don't just remember products; they also remember how the brand made them feel. In a city like Dhaka with such a huge population, being positive in people's minds can change the brand's history. Baker's Plus must define and shape their brand and present themselves as a warm, fresh sophisticated brand that is locally based.

#### **Actions:**

**1. Brand Logo:** First and foremost, they need to change their brand logo. The logo they are using now is quite colorful and not standard at all.

**2. Tagline:** adopt something memorable for the customers. *“crafted fresh, served with care”*.

**3. Personal Mapping:** the brand needs to define the major segments – students, families, professionals. Not just segmenting, they need to create messages differently for each group to attract.

**4. Packaging:** Most importantly, they need to change their packaging. Where smaller shops and food businesses are investing a lot into crafting unique packets, bags, and boxes that carry their brand identity, Baker's Plus does not have any of it. They need to make packages that have artworks and have to be themed in such a way that represents Baker's Plus.

**Data Insight:** *Nielsen (2022) found that companies that maintain a consistent brand across online and offline platforms enjoy an 18% increase in recurring business and a 23% increase in brand recall.*

### ➤ **Designing Loyalty Programs**

**Identified Problem:** No customer retention or CRM tools. As a result, the customers are inconsistent about return visits, leading to passive loyalty.

**Theoretical Backing: CRM strategy and RFM Model (Recency, Frequency, Monetary Value)** will be used later to personalize messages and offers for customers.

**Solution Summary:** An active loyal customer is worth far more than their average transaction value, and they cannot be judged similarly with irregular customers. Baker's Plus needs a strategy to find out its most loyal customers to reward and retain them.

## **Actions:**

1. **Birthday Rewards:** Let customers register via a simple WhatsApp number enlisting method and send them a special discount and auto-generated wishes on their birthday.
2. **Social Media Groups:** It's a new tactic used by different restaurants. Creating an own group in the name of "Baker's Plus" and giving regular updates on new items, offers, and deals.
3. **Card Programs:** give punch card benefits such as "buy 3 get 1 another item free" to new customers and membership card facilities to regular customers. Add reward points that will eventually turn into discounts.

**Data Insight:** *The Harvard Business Review (HBR, 2021) reports that repeat customers are 50% more likely to explore new items and spend 67% more than new consumers.*

### **➤ Upskilling the Staff**

**Identified Problems:** passive, friendly staff with no training in upselling or customer engagement.

**Solution Summary:** Make the employees more than just employees and train them to be storytellers and tactical sales personnel. Provide them with strategies to be confident, teach them how to work smoothly and provide recommendations, and collect feedback from customers.

## **Actions:**

1. **Performance Incentives:** Providing them incentives based on their performance. Let them know that their performances are being evaluated and that they can get a commission (monetary or non-monetary) based on that.
2. **Hiring a manager:** The owners want to keep as much money as possible in their pockets when assigning employees. Baker's Plus needs a proper manager, as they do not have one. The main baker and the senior staff mostly control everything.
3. **Weekly micro training:** once or twice in a week, joining an hour-long session should be mandatory for all the employees where staffs can learn to and portrait sales strategies and tactics like "Our newly launched beef parathas are quite famous- do you want to give it a try?" and ask open ended questions like "what do you like having? A mild spicy pizza or a pizza that burns your mouth?"

**Data Insight:** *According to McKinsey (2022), companies that provided suggestive selling training to front-line employees saw a 22% boost in average ticket size over a three-month period.*

## Recommendations

Here, in the recommendation part, we would like to address the factors we talked about in the “strategies to counter issues those are Baker’s Plus facing”. The below mentioned recommendations are description of how those strategies can come to light. Baker’s Plus, which is more than just a store, is a dream that bakes every day. The neighborhood in Nurjahan Road already adores them, and the flavor and heart are there. However, for a food business, simply creating delicious cuisine is insufficient in this day of electronic screens and dwindling attention spans. Baker's Plus must attract attention, win people over, and stick in their minds. The evaluation's findings led to the following simple yet significant recommendations:

### **1. GO DIGITAL**

Baker's Plus is now invisible online. They don't even have an Instagram account, and their Facebook page seems to be a forgotten corner. However, today's eating choices are initially decided via screens.

- **Launch Instagram and increase time with Facebook:** Show off behind-the-scenes baking, sizzling cheese, and hot pizzas.
- **Post three to four times a week on a regular basis:** A time-lapse of baking or a simple statement like "Today's fresh batch of cookies!" can serve as content.
- **collaborate with bloggers:** Join together with regional food bloggers and provide them with a complimentary sample in return for a shout-out.
- **To remain with the trend and algorithm:** use hashtags like #FreshFromOven, #BakersPlusDhaka, and #MohammadpurMunchies.

### **2. BRAND IT LIKE YOU MEAN IT**

A brand is an attitude, not just a name. Baker's Plus doesn't currently have a catchphrase, its messaging is inconsistent, and its packaging doesn't reflect its upscale image.

- **Revamp of the Logo:** Less complicated, more elegant, a little cozier, and, of course, without any eye-catching hues.  
"Crafted Fresh, Served with Care" or "Your Daily Dose of Wholesomeness" are two possible tagline ideas.
- **Packaging:** Make sure to invest in bags, boxes and tags, especially for takeaway. People enjoy sharing visually appealing food photos and packaging, so make it Instagram-friendly. A nice idea would be adding culturist artworks along with baking artworks.

- **Shop Design:** Install some wall art with a memorable saying or brand statement either inside or outside the store. Take out half of the bright white LED lights and replace them with warm-colored ones that don't produce a lot of light pollution.

### **3. CREATE CUSTOMER COMMUNITY**

At the moment, customers come and go but rarely come back. There is No CRM system, no loyalty program, and absolutely no interpersonal relationship is there.

- **Punch Cards:** Providing cards with the offer "Buy 5 Get 1 Free."

- **WhatsApp CRM:** motivate the clients to sign up over WhatsApp. Provide them discounts for new product launches or birthdays.

- **Customer Group:** Create a Facebook or WhatsApp (message on their numbers who do not have any social media account) group for devoted clients. Offer exclusive menu items, early bird discounts, or surveys for new recipes.

### **4. TRAIN THE TEAM, TREAT THE TEAM**

Although the staff is courteous and friendly, they lack confidence and sales acumen. They need to be more sales savvy. Making clients feel special, managing peak hours, and upselling are all skills that may be learnt.

- **Employ a manager:** Someone who directs activities, controls chaos, and provides necessary direction to employees.

- **Weekly micro trainings:** one-hour classes covering product knowledge, soft skills, and upselling techniques. Scripts for sales: Simple expressions such as "Our spicy pizza is today's favorite!" or "Have you tried our chocolate lava bun today?"

## **5. RESOLVE THE BACK-END**

The kitchen's arrangement is cramped and disorganized. Staff members bump into one another during busy times, which slows down operations.

- **Zoning:** Divide the area into distinct "Prep – Bake – Serve" sections. although the serving and counter area is zoned different.
- **Shift System:** Prevent all employees from working simultaneously in one location.

Better workflow, quicker service, and happier customers (and bakers) are the results.

## **Conclusion**

Baker's Plus has it all: a neighborhood that already knows their name, delicious food, and a dedicated team behind the counter. However, without a bit of tuning, they might not become a communal mainstay but instead stay a local favorite, which will eventually hamper their business growth, and as mentioned earlier, staying where Baker's Plus is right now will be like going backwards for them.

Being good is not enough in the fast-paced food industry of today; you also need to be likeable, memorable, and visible. Your tale, your service, and your snacks must evoke strong feelings among your customers. And with all the new entrants and old prodigies of this sector giving constant competition, Baker's Plus needs to be concerned about its issues and take all the recommended actions to gain the flow it wants.

Little changes can have a tremendous impact. If done properly, skilled management and work on digital marketing would be more helpful for them than collaborating with star celebrities. Additionally, warmth and intent are more important for customer retention than a CRM software subscription.

Baker's Plus has its heart in the right place. All it has to do now is dress appropriately and speak the appropriate language. Baker's Plus can become more than simply a neighborhoods bakery with a little branding, effective digital marketing, devoted customer service, and empowered employees. It can also become the beacon of the new bakery shop era and alter people's perceptions about average bakeries.

## **Methodology**

This case study used a qualitative, observational methodology that combines real-world investigation with scholarly frameworks. Rather than only delivering dry theory, the goal was to integrate classroom learning with real-world commercial situations.

### **❖ 1. The first observation**

- Several field trips to Baker's Plus in the morning, noon, and evening to examine customer interaction, employee conduct, and foot traffic.
- Observed the kitchen structure, ambience, decoration, machinery, and packaging process along with other stuff.

### **❖ 2. Interviews**

- Casual discussions with one of the owners, Adil Hossain.
- Have brief conversations with frontline employees like Arif and Sojol to learn about their responsibilities, difficulties, and customer service procedures.
- Brief interviews, conducted outside the store and over the phone where feasible, with 8–10 customers (one frequent and others one-time/few-time visitors).

### **❖ Secondary Data Sources**

Taken from local and international reports:

- Meta Bangladesh Market Analysis (2023)
- Harvard Business Review on CRM.
- McKinsey's report on the service training impact.
- Nielsen Brand Consistency Report (2022)

These provided statistical support and market intelligence to build up and support recommendations.

### ❖ **Frameworks used**

- To evaluate Baker's Plus marketing position, use the four Ps of marketing: product, price, place, and promotion.
- (AIDA) model: To assess their digital gaps, the AIDA model has been used
- CRM & RFM: For understanding retention and consumer loyalty tactics.
- STP Model: Segmentation, Targeting, Positioning. For assessing the brand identity.
- Service-Profit Chain: To link employee behavior to client satisfaction.
- Porter's Five Forces (spoken): To comprehend the effect and rivalry from large brands.

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