

SETTING UP A BAKERY OR HOT BREAD SHOP

INTRODUCTION

The following package is a complete information kit designed to provide you with all the information you need to make the right decisions when setting up a bakery or hot bread shop.

Bakeries and Hot Bread Shops can be very profitable provided they are well set up and run within the guidelines contained in this package.

The information in this manual includes the following:

<u>PART I</u>	<u>SETTING UP</u>	A systematic set of steps to follow when getting started.
<u>PART II</u>	<u>PRODUCT RANGE</u>	This is the next essential step – to determine the product range to suit your potential customers. Once this is completed the alternative recipes and ingredients can be selected. NZ Bakels have the widest range of recipes and ingredients available in New Zealand from which we will assist you to make the most suitable selection for your business.
<u>PART III</u>	<u>BAKERY EQUIPMENT</u>	A list of various equipment suppliers is included as well as the available equipment. According to the estimated size of the business the size and quantity of equipment can be estimated.
<u>PART IV</u>	<u>BAKERY LAYOUT</u>	The flow pattern is an essential requirement.
<u>PART V</u>	<u>STAFF & STAFF TRAINING</u>	An outline of the staff requirement and staff training available by qualified NZ Bakels Bakery Advisors.
<u>PART VI</u>	<u>PRODUCTION PLANNING</u>	
<u>PART VII</u>	<u>SALES & PROFIT EXPECTATIONS</u>	A basis for calculating what to expect from your bakery operation.

PART I – SETTING UP

Where to start is often the most difficult decision of all. What is recommended is a plan of progressive steps, first of all to enable you to decide if there is demand for the type of business you propose to operate, and secondly and most importantly, if the business is a viable proposition. Only then can the final stage be put into action – getting the business started.

To assist potential business operators, a suggested operational plan is presented below. This plan of course has its limitations in that it may not cover every eventuality but the basic steps remain the same.

The basic steps are as follows:

- a) Identify potential customers
- b) Select potential site or premises
- c) Determine type of business
- d) Product range
- e) Equipment
- f) Staff requirement
- g) Finalise above
- h) Commence operation

For many operators some assistance or advice will be necessary. The Bakels team of Bakery and Technical Advisors have the knowledge and experience to assist whenever required. In particular, advice on product range, equipment requirements, recipes, costings and bakehouse layout is freely available. Demonstrations, fault findings and follow up are a feature of our service.

STARTING UP YOUR BUSINESS

1. Identify sufficient potential customers – foot traffic, car traffic, wholesale
2. Locate a suitable site or premises
 - i) Sufficient foot traffic
 - ii) Convenient car parking
 - iii) Sufficient bakehouse space
 - iv) Sufficient storage space
 - v) Retail or wholesale despatch space
 - vi) Health or building costs
3. Lease or building costs
4. Determine the type of business required to satisfy customers
 - i) Hot Bread Shop
 - ii) Home Cookery
 - iii) Lunch Bar
 - iv) Cake Shop – decorated cakes
 - v) Coffee Bar – bakery
 - vi) Combinations of any of the above
5. Set up of product range
 - i) Hot Bread
 - ii) Yeast goods – buns, rolls, doughnuts
 - iii) Sponge lines
 - iv) Sheets
 - v) Madeira Cakes
 - vi) Various lines – bran muffins, scones etc
6. Product costings and sales prices
7. Define necessary equipment required to produce the desired product range
8. Equipment prices
9. Staff Requirement
 - Production Staff
 - Finishing Staff
 - Sales Staff
 - Labour Costs
10. Will the business be viable?

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11. Bake house layout
12. Finalise lease or building purchase
 - Arrange equipment purchase
 - Building alterations, shop fittings, oven hood, work benches
 - Purchase sundry equipment
 - Appoint staff
 - Purchase of ingredients
13. Trials bakes
14. Opening
15. Review of operation at regular intervals
 - Introduction of new products
 - Change of product range
 - Update of costings and prices
 - Change of working or opening hours
 - Change of type of business

Contact your local Bakels Bakery Advisor for further assistance with a detailed product range, recipes, costings, equipment requirements, bakehouse layout and any other bakehouse queries.

PART II – PRODUCT RANGE

It is important to keep this section in the correct order. Ideally the product range should be set out first of all to suit potential customers for the type of business. Following this the necessary ingredients and equipment are selected to produce the desired product range. There is some tendency to select equipment and ingredient range first and then decide what is to be baked for the customers. In order to satisfy customer needs and make your business as profitable as possible, we at NZ Bakels strongly recommend – SELECT YOUR PRODUCT RANGE FIRST! Make a selection from the comprehensive list below:

HOT BREAD SHOP PRODUCT RANGE

	DOUGH OR BATTER	SCALING WEIGHTS	FINISHING
<u>WHITE BREADS OR ROLLS</u>			
Tinned Hi Top	White Bread Dough	560g	
Twists	White Bread Dough	400g	Plain, Poppyseed
Plaits	White Bread Dough	560g	Plain, Sesame Seed
Long Rolls	White Bread Dough	75g	
Hamburger Buns	White Bread Dough	85g	Plain, Sesame Seed
French Sticks	Crisp Bread Dough	400g	Cut
Mini Sticks	Crisp Bread Dough	200g	Cut
Vienna	Crisp Bread Dough	560g	Cut – Plain, Cheese, Poppyseed, Sesame Seed
Cobs	Crisp Bread Dough	560g	Plain or Flour dusted
Dinner Rolls		50g	Plain, Cheese, Poppyseed
Knots		50g	Plain, Poppyseed, Sesame Seed
Milk Bread - tinned - lidded	Milk Bread Dough	560g	
Soft Long Milk Rolls	Milk Bread Dough	75g	
<u>MEAL BREADS</u>			
Brown Tinned Hi Top	Brown Bread Dough	560g	
Brown Cobs	Brown Bread Dough	560g	Plain, Flour dusted, Meal dusted
Brown Vienna	Brown Bread Dough	560g	Cut, Meal dusted
Brown Long Rolls	Brown Bread Dough	80g	
Brown Dinner Rolls	Brown Bread Dough	55g	
Brown Hamburger Rolls	Brown Bread Dough	90g	
Wholemeal Cobs	Wholemeal Bread Dough	600g	
Wholemeal Dinner Rolls	Wholemeal Bread Dough	60g	

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GRAIN BREADS

Grain Vienna	Grain Bread Dough	560g	Plain or Rolled in grain
Grain Cobs	Grain Bread Dough	560g	Plain or Rolled in grain
Grain Long Rolls	Grain Bread Dough	80g	Plain or Rolled in grain
Grain Dinner Rolls	Grain Bread Dough	55g	Plain or Rolled in grain

RYE BREADS

Rye Vienna	Rye Bread Dough	560g
Rye Cobs	Rye Bread Dough	560g
Rye Long Rolls	Rye Bread Dough	80g
Rye Dinner Rolls	Rye Bread Dough	55g

OAT BRAN BREADS

Oat Bran Vienna	Oat Bran Bread Dough	560g	Plain or Rolled in bran
Oat Bran Cobs	Oat Bran Bread Dough	560g	Plain or Rolled in bran
Oat Bran Long Rolls	Oat Bran Bread Dough	80g	Plain or Rolled in bran
Oat Bran Dinner Rolls	Oat Bran Bread Dough	55g	Plain or Rolled in bran

BUNS AND FRUIT LOAVES

Fruit Loaves – tinned	Bun Dough	560g	Plain, icing sugar dusted, creamed with jam, iced Iced with coconut
Buns – plain	Bun Dough	50g	
Boston Buns	Bun Dough	250g	
Fruit Buns	Bun Dough	60g	

SPECIALTY MEAL AND GRAIN BREADS

Specialty Meal or Grain bread formulations are readily available from your Bakery Advisor. Generally these doughs would be made the same shape and size as the Meal or Grain breads listed above. The range of these specialty breads includes –

Meal breads with or without honey
Mixed Meal and Grain breads
Meal breads with sunflower seeds
Rye breads
Deposited breads
Oat Bran bread
Jogger bread

SPECIALTY WHITE BREADS

For these breads we suggest you divide some of your standard white dough and add the necessary extra ingredients. Details are available from Bakels.

Tomato bread

Onion

Herb

Bacon

Peanut Butter

Potato

Egg and Milk

Savoury bread – any combination of above with perhaps cheese added as well.

After specialty white breads include those with a specialty finish or breads to which the finish can be added the following day.

Cheese and Bacon bread

Cheese and Onion bread

Garlic bread

Pizza bread – tomato paste, cheese, onion etc

SPECIALTY BREAD MIXES

Bakels Italian Bread Mix

Bakels Potato 'n' Herb Bread Mix

Bakels Tomato 'n' Onion Bread Mix

Country Oven Kibbled Rye Mix

Joggers Bread Mix

Foccacia (using Bakels Pizza Base Mix)

Bakels Ciabatta Bread Concentrate

SPECIALTY BREAD BASES

Bakels 8 Grain Base

Bakels Sesame Seed & Honey Base

Bakels Pesto Base

Bakels Tomato Base

SPONGES

Round Sponges	Sponge Batter	185g	Plain, jam and cream, iced
Sponge Rolls	Sponge Batter	1kg per tray	Jam, cream
Sponge Sheets	Sponge Batter	2.5kg per tray	Plain, jam and cream, iced, leamingtons
Sponge Bars	Sponge Batter		Cream, leamingtons
Chocolate Sponges	Chocolate Sponge Batter		

SLICES

Anzac Slice
Russian Slice
Caramel and Date Slice
Muesli Slice
Chocolate Fudge Slice
Valencia Slice
Afghan Slice
Coconut Slice
Fruit Snack Slice
Cherry Delight Slice
Raspberry and Lemon Slice
Apple Cinnamon Slice
Kokomix Slice

A wide range of alternative recipes are available on request. Some alternatives are listed in the BAKERY PRODUCT RANGE.

MISCELLANEOUS LINES

Scones	Scone Dough	Plain, Date, Sultana, Cheese
Bran Muffins	Bran Muffin Batter	Plain, Fruit
Sweet Muffins	Crème Cake Batter	Plain, Raspberry, Strawberry, Apricot, Chocolate Chip
Savoury Muffins	Savoury Muffin Batter	Cheese, Tomato, Bacon (combination), Sweetcorn

BAKERY PRODUCT RANGE

The possible range of goods is much wider than for a Hot Bread Shop concentrating on bread and can include the following.

YEAST GOODS

A selection of buns and rolls is often produced and this range can be selected from the list of yeast goods for Hot Bread Shops.

SPONGES

As for the Hot Bread Shop product list.

CAKES

Madeira	Madeira Batter	Various flavours, plain iced
Light Fruit Cake	Madeira Batter with COLSET	Plain, Fruit
Crunch Cakes	Madeira Batter with COLSET and crunch toppings	Various flavours
Banana Cake		
Farmhouse Cake		
Chocolate Cake		Plain, Iced

LOAVES

Walnut/Date
Ginger Loaf
Date Loaf
St Clemens Loaf
Banana Loaf
Madeira
Chocolate
Marble
Orange

PASTRY GOODS

Meat Pies	Flaky Pastry	Mince, Steak, Steak & Kidney, Mushroom, Potato Top, Bacon & Egg
Savouries	Flaky Pastry	
Sausage Rolls	Flaky Pastry	Meat, Savoury fillings
Pasties		
Family Pies	Flaky Pastry	Mince, Mince & Vegetable, Steak, Bacon & Egg
Custard Squares	Flaky Pastry	White Icing, Chocolate Icing
Apple Strudel	Flaky Pastry	Hadeja Flan Jel Glaze, Dusting Sugar

SLICES

As well as the slices suitable for Hot Bread Shops, there are a wide range of recipes available incorporating either sweet paste base or a cake batter. These include the following:

Ginger Crunch, Caramel Slice or Peppermint Slice.

Coconut Slices – various flavours without nuts using PETTINA KOKOMIX.

Slices using BAKELS SLICE BASE MIX, jam layer, cake batter and using various flavours.

Chocolate Slices using Chocolate Cake Batter and various finishes. We recommend PETTINA CHOCOLATE CAKE MIX.

Chocolate Peanut Slice or Macaroon slices using ACTIWHITE.

Various slices using BALEC egg extender.

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FLANS, TARTS AND FRUIT PIES

Tarts	Small and family. Short Sweet Pastry. Jam, fruit, lemon filling, fruit mince, custard, baked cheesecake.
Fruit flans	These incorporate a pre-baked sweet paste base then a layer of custard, topped with any fruit of your choice. To seal the fruit a topping of HADEJA is added.
Apple Pies	Short Sweet Pastry, solid pack apples extended with COLSET.
Fruit Pies	Other fruit can be substituted for apples as desired. Various toppings can be used including meringue toppings.
Optional Fillings	NZB Bakery fillings – Apricot, Peach, Strawberry, Boysenberry, Cherry, Blueberry.

BISCUITS AND COOKIES

Afghan Biscuits	Nutty Flakes
Muesli Biscuits	Cinnamon Cookies
Yoyo Biscuits	Peanut Brownies
Chocolate Chip Biscuits	Crunch Oat Cakes
Coconut Biscuits	Hedgehogs
Coffee Cookies	Kiwi Crisps
Oatmeal Cookies	Shortbread
Anzac Biscuits	

MISCELLANEOUS

Scones, Rock Cakes, Sugar Buns
Bran Muffins
Sweet Cake Muffins
Savoury Muffins
Nice 'n' Nutty Muffins
Pavlovas
Meringues (various colours)
Puffs and Eclairs (cream or custard, chocolate icing)

FINISHING AND PACKAGING

Once the product lines have been selected, information and advice on various types of packaging and labelling is available from Bakels trained staff.

For all the above lines recipes are available from your local Bakels Bakery Advisor. In many cases there are more than one recipe for each product line. A selection can be made from the following ingredient types all of which are available from Bakels.

1. Premixes for yeast goods, sponge and cake lines, and some other various lines.
2. Concentrates for all yeast goods.
3. Weigh up ingredients for all bakery goods.

PREMIXES

These usually include all ingredients except yeast, eggs and water as required.

Advantages: Lower labour costs, require semi-skilled staff, weigh up errors eliminated, pre-tested to standard quality.

Disadvantages: High ingredient cost

CONCENTRATES

Advantages: Moderate labour costs, requires some skilled staff, weight up errors low, ingredients costs moderate, pre-tested to standard quality.

WEIGHT UP

Advantages: Ingredient costs are low.

Disadvantages: High labour costs, skilled staff required, weigh up errors likely to occur.

For your individual requirements in both product range and ingredient requirement, our staff are ready and willing with expert advice.

PART III – BAKERY EQUIPMENT

The equipment required can be decided as soon as the product range is settled. The minimum and maximum output is also required although these figures do not have to be fully accurate at this stage.

A rule of thumb estimate is as follows:

TURNOVER

(5½ day – 6 day week, single 8-10 hour shift)

OVEN CAPACITY

Up to \$5,000	6 trays
\$5,000 - \$7,500	9 trays
\$7,500 - \$10,000	12 trays
\$10,000 - \$12,500	15 trays
\$12,500 - \$15,000	18 trays
Over \$15,000	21 trays

The maximum output is then used to set the size of the oven necessary for the production. Once the oven capacity is set the capacity of the remainder of the equipment is established to enable the oven to be kept full. Generally the prover capacity should be twice the oven capacity and the mixing, dividing and moulding equipment capacities should be sufficient to keep the oven full.

Plant capacity should not be excessive as the larger the plant the greater the expense. Extra capacity can always be purchased later if production is greater than originally calculated.

Following this introduction on equipment there is a list of equipment that is available as well as a list of equipment suppliers.

Sundry or miscellaneous equipment is also required and once again we offer our expert assistance to help you decide the equipment required for your own operation. A list of all possible sundry equipment including packaging materials is included for your information and assistance.

PART IV – BAKERY LAYOUT

FLOW PATTERN

Included at the back of this manual is a suggested flow pattern ideal for all types of bakehouses. The initial requirement is to place the equipment so that from the inwards ingredients to the finished foods the distances between each operation are kept to a minimum and staff are not continually crossing the bakehouse.

BAKEHOUSE PLANS

The ideal bakehouse plan would encompass the following:

1. Flow pattern through the bakery.
2. Oven position
 - i. placed for maximum customer appeal
 - ii. suitable space for oven vent and extraction hood
 - iii. handy position for electrical supply
3. Inwards goods storage area should have good access.
4. Goods are finished handy for transfer to the display area or to the despatch area.
5. Wash up area – this should be placed where both hot and cold water as well as drainage can be readily installed. We suggest that as far as possible this area be screened from public view.
6. Weigh up area – ideally this area should be adjacent to both the ingredients store and the wash up area.
7. Mixing area – adjacent to the weigh up area is ideal as well as remaining handy to the wash up area. This is another area that can become very messy during the days operations so it possible should be screened from public view.
8. Allow some space for future business expansion.

EQUIPMENT

A separate list of available equipment suppliers has been provided. Before finalising any layout plan a list of equipment required for the operation should be drawn up. Allowance should also be made for projected equipment purchases at a later date.

WORK BENCHES

Sufficient work bench space is essential for a good flow pattern in the bakehouse. Bench space has to be set aside as follows:

1. Weigh up area
2. Mixing area
3. Dough resting, dividing and moulding area
4. Batter scaling area
5. Removal from the oven or tipping out area
6. Finishing bench space

These benches should be positioned as conveniently as possible for each area and in some cases can serve more than one function.

Generally preferred for both hygiene and durability are stainless steel topped benches. The only disadvantage is that they are very cold and care must be taken during winter that doughs resting on the bench do not become chilled.

Alternate bench tops include wood, formica or heavy duty linoleum. Wooden benches are excellent for dividing and moulding yeast doughs and do not damage easily with hot baking trays or steel scrapers. However they are sometimes unacceptable because of hygiene requirements. Both formica and linoleum are subject to damage during dough dividing with metal scrapers or hot tins and trays placed on bench tops straight from the oven.

Under the benches is a very valuable area for storage of ingredients or finished goods. If ingredient storage space is required shelving can be incorporated. Alternatively heavy duty drawers can be installed for ingredient storage. Bottom drawers with heavy duty roller castors can hold 25kg flour, hi ratio, sugar, salt etc. The middle and top drawers can be made smaller to hold ingredients used in smaller quantities. Cupboard doors will keep the storage area clean. For finished goods we suggest that racks for oven trays or cooling wires be incorporated.

Cleaning of the bakehouse is facilitated if the benches are mobile on heavy duty castors, including benches normally situated against the walls as this will make the job so much easier.

STORAGE AREAS

Sufficient storage areas for both ingredients and finished articles is essential. The bulk line of ingredients such as 25kg bags or 20kg cartons are generally best stored on a pallet off the floor in the main storage area. If there is insufficient space some of these lines can be stored on shelves under the work benches.

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Smaller ingredients are more conveniently stored in cupboards or shelves above the work or finishing benches. Finished articles can be stored in mobile tray racks in the bakehouse or in storage racks under the benches. Storage racks under the finishing bench are particularly suitable.

CONCLUSIONS

Two suggested bakery layout plans are included at the back of this manual. The difficulty with supplying more detailed plans is that each bakehouse or proposed bakehouse has its own special requirements or restrictions. For instance there may be some restriction as to where the oven can be positioned or there may be no rear access so all incoming stock has to be transported through the retail shop to the rear storage area. However using the above guidelines will assist you to obtain the best possible layout for your own particular bakehouse.

Your local Bakels Bakery Advisor has the experience and knowledge to give expert on the spot assistance. We recommend that you use his/her advice to help you with the bakehouse layout.

PART V – STAFF AND STAFF TRAINING

The number required will depend on the estimated output. For a Bakery or Hot Bread Shop open 5½ to 6 days per week and a single shift a rule of thumb is as follows:

TURNOVER

	SENIOR	JUNIOR	STAFF FINISHING	SERVING (if required)	TOTAL
Up to \$5,000	1	1	1		3
\$5,000 to \$7,500	1	1	1	1	4
\$7,500 to \$10,000	2	1	1	1	5
\$10,000 to \$12,500	2	2	2	1	7
\$12,500 to \$15,000	2	2	2	2	8
Over \$15,000	2	3	2	2	9

A double shift or extra late nights will alter the above staff ratios. Seven days trading will also alter staff ratios and require rosters.

STAFF TRAINING

Staff training is one of the features of NZ Bakels service.

INITIAL TRAINING

Training is available in our up-to-date Test Bakery in Auckland. All aspects of training on bakeries is covered.

When your bakery is starting up our specialist bakery or technical demonstrator is available to give on the spot advice and demonstrations.

TECHNICAL SERVICE

Our follow up and back up technical service is unsurpassed and is provided regularly by the local Bakery Advisor. Extra technical service is available whenever required from our specialist team based in Auckland.

TECHNICAL BACK UP

We constantly keep up-to-date with overseas trends and developments through the worldwide associated group of Bakels companies. This up-to-date information is passed on to your staff regularly.

PART VI – PRODUCTION PLANNING

A Production Plan is an essential tool in any well run bakery. The ideal plan enables you to have each product on the shelf as fresh as possible when the customer is in your premises ready to buy without you having undue production peaks and troughs. Once the product range has been selected the production plan is set by the following criteria.

- A. Items baked daily and sold same day.
- B. Items baked daily and sold same or following day.
- C. Items baked only twice weekly and sold over 2 or 3 days.
- D. Items baked weekly and sold over 5 or 6 days.

The production plan must first of all be centred around the A items, that is all lines which must be baked and sold on a daily basis. In addition to the above the daily production plan is then usually structured by baking first any daily items that require finishing such as icing or creaming before sale.

For example a selection is made from the Product Range then the production plan would follow.

PRODUCT RANGE

BREAD	Vienna
	French Sticks
	Meal Bread
	Grain Bread
	Rye Bread
	Oat Bran Bread
	Fruit Bread
BREAD ROLLS	Round Crisp
	Long Soft
	Hamburger Buns
	Meal Rolls
	Grain Rolls
	Rye Rolls
	Oat Bran Rolls
BUNS	Creamed or Iced
	Fruit

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SPONGES	Round or Sheet Creamed Leamingtons Jam Rolls
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BISCUITS	Afghans Muesli Chocolate Chip Oat Bran Shortbread Anzac
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1. First of all separate the items in sections A B C & D.
2. Then within each section place the items in order of those items requiring the most finishing or packaging first, down to those requiring little or no finishing or packaging.

A. Buns	creamed, iced, fruit
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Bread	fruit, Vienna, French sticks
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Bread Rolls	Round crisp, long soft, hamburger buns
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B. Bread	meal, sandwich, grain, rye, oat bran
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Bread Rolls	meal, grain, rye, oat bran
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C. Sponges	rounds, creamed sponges, sheets, cream, leamingtons, jam rolls (sponges can be baked beforehand but creaming must be daily)
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D. Biscuits	Afghan, muesli, chocolate chip, oat bran, Anzac
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PRODUCTION PLAN (example only)

MONDAY

6.00am	Buns – plain
6.30am	Buns – fruit, Bread – fruit
7.00am	Bread – Vienna 2 doughs
8.00am	Bread – French Sticks
8.30am	Bread Rolls – round crisp
9.00am	Bread Rolls – long soft, hamburger buns
10.00am	Sponges – round and sheets (to help fill shelves as soon as possible on Monday mornings)
10.30am	Jam Rolls
11.00am	Bread – Vienna, French Sticks, crisp rolls, hot bread (available for lunch time busy period)
12.30pm	Meal bread and rolls (for sales Monday pm)
1.30pm	Grain bread and rolls (for sales Tuesday am)
2.30pm	Remainder of sponge goods and biscuits if time available.

As soon as the buns are cool the finishing and packaging staff can cream and/or ice as required. Packaging of other lines is carried out as soon as they are cool enough.

TUESDAY/WEDNESDAY

The same type of pattern is carried out with emphasis on building up sponge and biscuit lines for the busier days on Thursday, Friday and Saturday when time is usually fully committed to bread and yeast goods.

THURSDAY/FRIDAY

These days are generally fully committed to bread and yeast goods. Buns followed by Viennas, sticks and bread rolls are baked in the mornings followed by meal and grain breads in the afternoons.

SATURDAY

This being the last day of the week it is not necessary to bake any more meal or grain breads. Therefore you can concentrate on buns, Viennas, sticks and rolls.

If however trading for 7 days a week, Saturday and Sunday will then be fully committed to bread and yeast goods. Friday becomes another stock building day for cakes, cookies or products with a shelf life to promote weekend specials. Our Bakery/Technical Advisor team can assist you in scheduling this also.

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A typical example of a production record sheet is included in the back of this manual. This is used to monitor your results and make production adjustments as required. From these records the quantities to be produced in succeeding days or weeks is set. If a daily line is completely sold out that day then the production quantity must be increased. Lines which are not completely sold should be reduced to a more realistic level.

For each business our staff will help set up an individual production plan to suit your own production circumstances. This will then be monitored to ensure any necessary production adjustments are carried out.

PART VII – SALES AND PROFIT EXPECTATIONS

This section is one of the most important contained in our 'setting up' package. The exact figures for each project will vary as they depend on the size of the business, the product range, the equipment required and the ingredients used.

Initial calculations are based on % estimates listed below and then once more details are confirmed, our staff will give a more accurate projection of the sales and profit expectations.

Turnover	100%
Materials (ingredients, packaging etc)	<u>-28-34%</u>
Gross Profit	66-72%
Wages	-28-30%
Overheads	-13-15%
(Rent, rates, insurance, depreciation, electricity etc)	_____
	<u>41-45%</u>
Net Profit (before taxation)	26% approx

For example a unit with a turnover of \$10,000 per week –

1. TURNOVER \$520,000 per annum (100%)
Or \$10,000 per week
2. MATERIALS \$161,200 (31%)
(ingredients etc)
3. PLANT & EQUIPMENT Mixers, moulders, provers, ovens, racks, shop fittings, display cabinets, sundry baking equipment.

Depreciation of 15% on plant \$100,000 - \$15,000
(this is allowed for in overheads).

There may be some expenses on upgrading existing buildings etc which need to be estimated for each individual case.

4. PLANT & EQUIPMENT	\$72,800 (14%)		
	Accident Compensation		
	Accountancy		
	Advertising		
	Bank Charges		
	Depreciation		
	General Expenses		
	Insurance		
	Interest		
	Motor Vehicle Expenses		
	Office Expenses		
	Postage		
	Power and/or Gas		
	Rates (average only)		
	Rent (varies according to area and location)		
	Repairs and maintenance)		
	Stationery		
	Telephone and Tolls		
	Uniforms		
5. STAFF	2 Senior		
	1 Junior		
	1 Finishing		
	2 Sales Full Time] also assist	
	1 Sales Part Time] with production	
	1 Cleaning – Part Time		
6. WAGES	\$150,800 (29%)		
7. PROFIT EXPECTATION	Turnover	\$520,000	p.a.
	Materials	<u>-\$161,200</u>	
		\$358,800	(69%)
	<u>Net Profit</u> (before taxation)		
	Wages	-\$150,800	
	Overheads	<u>-\$72,800</u>	
		\$135,200	(26%)
8. INITIAL OUTLAY	Plant & Equipment	\$100,000	
	Material Stock	\$10,000	
	Building improvements, electrical, plumbing	\$10,000	
		<u>\$120,000</u>	

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The above figures have been calculated as accurately as possible allowing for average figures which will cover most bakeries. However, in each individual case there are likely to be some figures which need adjusting to suit. This total package is designed to give an outline of the assistant available to you, the owner/operator, of any new bakery business.

Bakels will be pleased to make an assessment of any individual proposal to provide you with a set of figures which will give a more accurate estimate of profit and return on funds. Our team of Bakery Advisors are based in Auckland, Tauranga, Palmerston North, Wellington, Christchurch and Dunedin so we can assist at short notice in any area. Our specialist technical advisors are based in Auckland, Palmerston North and Christchurch and are on call to assist in their regions throughout New Zealand. Enquire about our budget range of recipes to determine an exact costing by product, essential to return effective GP.

BAKERY EQUIPMENT SUPPLIERS

APV New Zealand Ltd
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AUCKLAND

Telephone: (09) 573 3073
Facsimile: (09) 573 3074

Other locations

467 Selwyn Street
PO Box 1569
CHRISTCHURCH

Telephone: (03) 379 7180

APV Control master - Prover/Retarders
Provers
Retarders

Combi multideck oven provers
Convactor-4/8 mini bake oven/prover
Franco Berto Dough Mixers
Bear Planetary Varimixers
D20 Dividers
Fap Moulders
Stiletto Slicers
Bun Divider Rounders
Crescent Roll Machines
Pastry Dough Sheeters
Baking Ovens
Single Rack and Double Rack Ovens (Gas or Electric)
BP Multi Deck Ovens
Rotel Ovens, Provers etc
Waldorf Equipment
Convostar 6-in-1 convection oven/steamers
Blue seat equipment manufactured and distributed
by Moffat Appliances Ltd
Food Warmers
Deep Fryers
Toasters, Grillers, Ovens etc

Burns & Ferrall Ltd
P O Box 13-140
Onehunga
AUCKLAND

Telephone: (09) 636 4430
Facsimile: (09) 636 4434

Other locations

Hamilton (025) 955 878
Wellington (04) 568 7052
Christchurch (03) 349 5394

Hobart Mixers
Esmach Bakery Equipment
Full range of Mixers, Dividers, Rounders
Moulders, Ovens, Slicers
Blue Seal equipment and Turbo Fan Ovens
Airwhips, Automatic Cream Machines etc
Tom Chandley Ovens

Van Rooy Machinery (NZ) Ltd
5/25 Ashfield Street
GLENFIELD

Telephone: (09) 444 8302

Ostali Planetary Mixers
Fortuna Bun Divider Moulder
Bertrand Dividers
Euromap Long Divider
Ostali Dough Sheeters
Salva Ovens Provers
Bread Slicers etc

NADA Machinery Ltd
PO Box 13-237
Johnsonville
WELLINGTON

Telephone: (04) 478 3291

Kemper Dough Mixers
Daub Planetary Mixers
Kemper Dough Dividers
Kemper Long Moulders
Fritsch Rollfix Pastry Sheeters
Pastry Master Heavy Duty Sheeters
Sigma Pastry Sheeters
Fritsch Pastry Make Up Plant
Dahlen International Ovens
Mussana Cream Machine
Kemper Bun Rollers
Jason Pie Machines
Palletised Pie Tins and Trays
Belshaw Donut Robots and Plant
Setons Pie Making Cooker Depositor
Sausage Roll Fillers
Delta Bread Slicers

Bakery Services Ltd
P O Box 27-008
Mt Roskill
AUCKLAND

Telephone: (09) 625 7777

Diosna Dough Mixers
Winkler Dough Mixer
Aicoh Planetary Mixers
Koma Fridge and Provers
Winkler Ovens
Winkler Water Meters etc
SVEBA Deck Oven Systems

Bakerite Systems
P O Box 100-791
NORTH SHORE MAIL CENTRE

Telephone (09) 443 1397

JC Planetary Mixers
JC Dough Moulders
Konig Automatic Roll Plants
Fritsch Rollfix Pastry Sheeters
Seton Pie Making Equipment
JC Bread Slicers

Caterman Ltd
264 Devon Street West
NEW PLYMOUTH

Cake decorations, boards, piping bags and tubes,
dockers, trimmers, dividers, cutters, spoons, whisks,
knives, palettes, scoops, trays and bowls

Telephone: (06) 757 8871

GEC Avery New Zealand Ltd
P O Box 12-442
Penrose
AUCKLAND

Scales counter balance with weights plus weighing
equipment to suit all requirements
Avery Pack scan bar code label printer

Telephone: (09 526 0066

Mackies Pty (NZ) Ltd
5A Lorien Place
East Tamaki
AUCKLAND

Bread tins, baking trays, bread display racks etc

P O Box 58-351
Greenmount
AUCKLAND

Telephone: (09) 274 5278 or 274 5528
Facsimile: (09) 274 6980

Starline Distributors Ltd
P O Box 6331
WELLINGTON

Cake decorations, boards, piping bags and tubes,
dockers, trimmers, dividers, cutters, spoons, whisks,
knives, palettes, scoops, trays, bowls, racks and most
sundry items

Telephone: (04) 385 7424

Wedderburn Scales Ltd
38 Vesley Drive
P O Box 12 801
Penrose
AUCKLAND

For all scaling requirements

Telephone: (09) 579 9780
Facsimile: (09) 579 9952

Cont/27...

CEMAC GROUP

SHOWROOMS

41 College Hill

P O Box 91-001

Ponsonby

AUCKLAND

Telephone: (09) 358 2935

Facsimile: (09) 358 3737

Shelves

Lockers

General office equipment/furniture

543 Te Rapa Rpad

HAMILTON

Telephone: (07) 849 3919

Facsimile: (07) 849 0035

25 Byron Street

CHRISTCHURCH

Telephone: (03) 366 0571

Facsimile: (03) 365 4977

Faulkner Collins Ltd

142 Stoddard Road

Mt Roskill

AUCKLAND

Bread display racks

Dump baskets etc

Telephone: (09) 620 4000

Facsimile: (09) 629 2070

BREAD MIXERS

<u>SUPPLIER</u>	<u>BRAND</u>	<u>DOUGH CAPACITY</u>
Baker Perkins (NZ) Ltd	San Cassiano SF1-SF3	100-300kg
	Franco Berto Spiral Mixers	
Burns & Ferrall Ltd	Esmach ISE30-ISE300	60-300kg
	Hobart N20-80	5-25kg
Van Rooy Machinery	Sclendensi Jet 80	60kg
	Sclendensi Jet 150	120kg
Nada Machinery Ltd	Kemper Mix Kneader 100a-125a	160-200kg
	SP15 – SP125L	25-200kg
	SP100aL – SP250aL	160-400kg
Bakery Services Ltd	Diosna SP40D – DP240D	40-240kg
	Winler W38 – 240	38-240kg

PLANETARY CAKE MIXERS

Hobart Food Equipment	Hobart Mixers	5-10/20-80-140 litres
Van Rooy Machinery	Ostali Cake Mixers	35 litre & 60 litre
Nada Machinery Ltd	Daub Mixers	
Bakery Services Ltd	Aicoh Mixers	
Seton Shore Ltd	JC301	20 litre
	HY204	35-65 litre

PASTRY SHEETERS

APV	Captain Pastry Sheeters, LP83, LP2000, LP6000
	Model 500-600S
Burns & Ferrall Ltd	Esmach Pastry Sheeters
Van Rooy Machinery	Ostali Sheeters
Nada Machinery Ltd	Fritsch Rollfix Pastry Sheeters
	Sigma Pastry Sheeters
	Pastry Master Heavy Duty Sheeters
Bake Rite Systems	Fritsch Rollfix Pastry Sheeters

DIVIDERS AND MOULDERS

Burns & Ferrall Ltd	Esmach Bun Divider/Moulders Esmach 20 piece bread dividers Esmach Stick Moulders	
Van Rooy Machinery	Fortuna Bun Divider Bertrand Dividers	16, 20 or 24 piece
Nada Machinery Ltd	Kemper Bun Divider/Moulder Euromap Universal Long Moulders	8000 pieces per hour

PROVERS

APV	Rack Provers 'Combi' Combined Prover Multideck Ovens	
Van Rooy Machinery	Salva Rack Provers	

OVENS

Burns & Ferrall Ltd	Tom Chandley Ovens Esmach Ovens – Garland Ovens	Rack/Deck Ovens
Van Rooy Machinery	Salva VX Salva NXE Salva Rotary Rack Ovens	6 trays per deck 3 trays per deck
Nada Machinery Ltd	Dahlen International Deck Ovens Dahlen International Rotary Ovens	1-6 decks

SCALES

GEC Avery NZ Ltd	Counter Balance Scales Weighing Equipment Avery Pack Scan Bar Code Label Printer	
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Cont/30...

SHOP FITTINGS AND DISPLAY CABINETS

Faulkner Collins Ltd	Bread Display Racks, Dump Baskets etc
Mackies PTY Ltd	Bread Display Racks and Baskets
Cemac Group Ltd	Shelves, Lockers, General Office Equipment

MISCELLANEOUS

Burns & Ferrall Ltd	Berkel Bread Slicers	
Van Rooy Machinery	Bread Slices	
Nada Machinery Ltd	Mussana Cream Machine Kemper Flour Sifters Belshaw Donut Plant Jasons Pie Machines Setons Pie Making Cooker Depositer Sausage Roll Fillers Delta Bread Slicers	
Bakery Services	Winkler Thermodos Mixing Units 57PSI Flow Pressure	
Bake Rite Systems	JC Bench Model Bread Slicer	
Plastic Wholesalers Ltd Telephone: (09) 634 0203	6 x Large Plastic Storage Bins on Castors 20 x 20 Litre Pails 15 x 10 Litre Pails 8 x 5.5 Litre Liver Pails	NZ Bakels Ltd

WEIGHING UP

1 set Balance Scales
1 set of Weights 5kg, 2kg, 1kg, 500g
2 sets 200g, 100g, 50g, 20g, 10g, 5g
2 :Liquid Measuring Jugs 2 Litre Capacity
4 Metal Scoops 2 x 10 inch 2 x 8 inch
6 Plastic Spoons

MIXING AND BAKING

3 Wire Hand Whisks

3 Timers

Assort Plastic Scrapers

14 Baking Trays 2½ inch sides – Madeira Cakes

Greaseproof Baking Papers

112 Standard Baking Trays

10 French Stick Trays

Vienna Slippers

6 Tray Ends

Scone Cutters

1 Sharp Dough Knife

2 Paint Brushes for Greasing

1 Paint Roller and Tray

1 Butchers Knife

1 Cutting Board

1 Rolling Pin 16 inch

2 Pairs Oven Cloths

48 7½ inch Sponge Tins

28 Ribbed Sponge Tins

6 Muffin Trays – 12 hole

1000 D86 Rectangular Pie Foils

1000 LP48 Loaf Foils

14 Foam Sheets

20 Hardboard Rack Boards – Standard Tray Size

14 Wire Cooling Trays

20 Plastic Cooling Trays

NZ Bakels Ltd

Mackies Pty Ltd

FINISHING AND PACKAGING

6 x Piping Bags 3 x 24" 3x 18"
Piping Tubes
2 Paint Brushes
2 Bent Pallet Knives 8 inch
1 Straight Pallet Knife 12 inch
1 Small Pallet Knife 6 inch
1 Large Bread Knife
2 Vegetable Knives
4 Plastic Bowls
2 Large Saucepans
2 Sieves (1 Fine 1 Coarse)
1 Hot Plate – Dual Capacity
1 Water Spray
1 Plain Wheel Adjustable Cutter
6 Wooden Spoons

Perforated Bread Bags Cryovac Crispywrap
Paper Boats – Waxed Boards
Cellophane
Tape Dispenser and Tape

Paper Cutters Ltd

MISCELLANEOUS

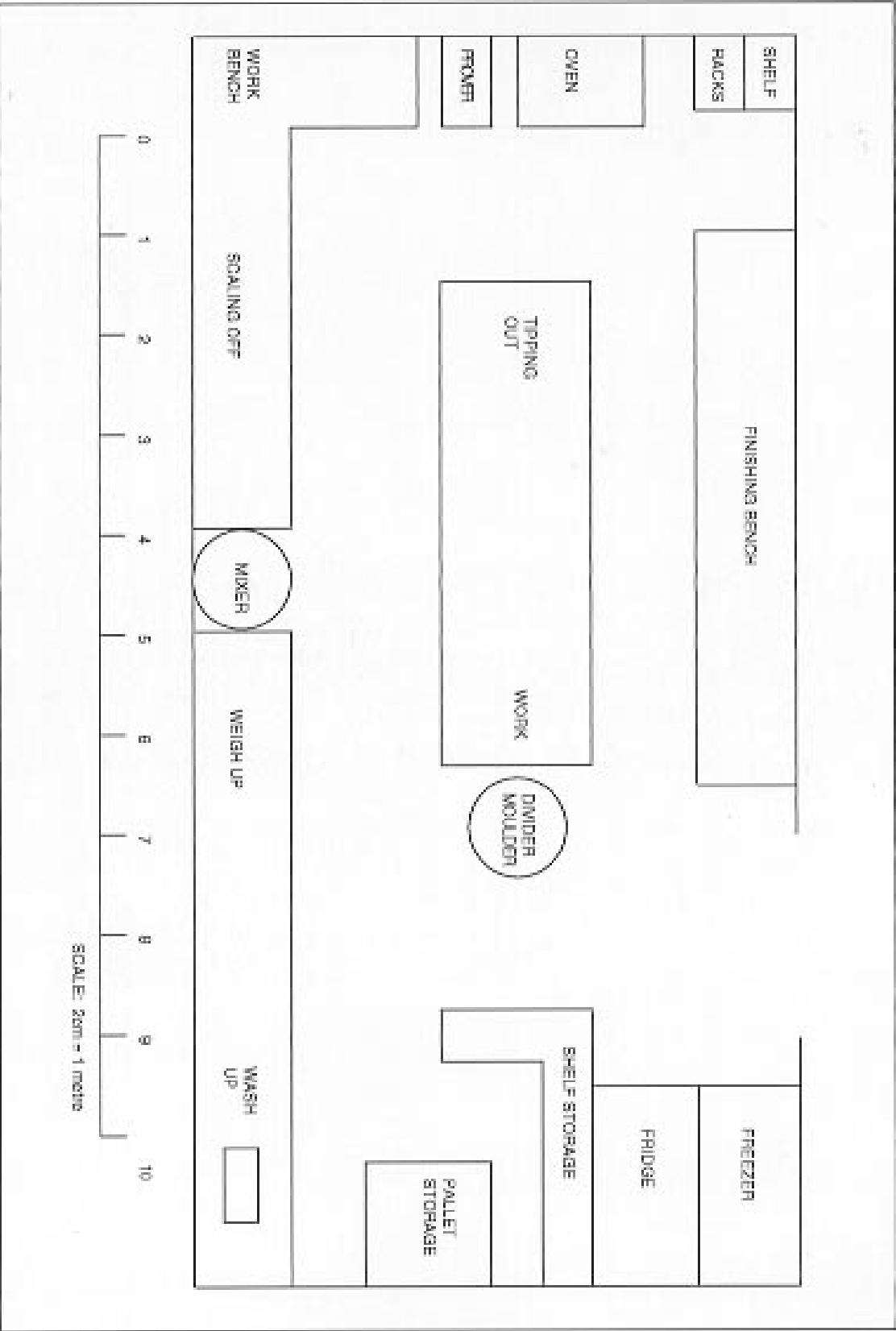
1 Pair Scissors
1 Can Opener – Bench Type
1 Recipe Book
1 Recipe Clipboard

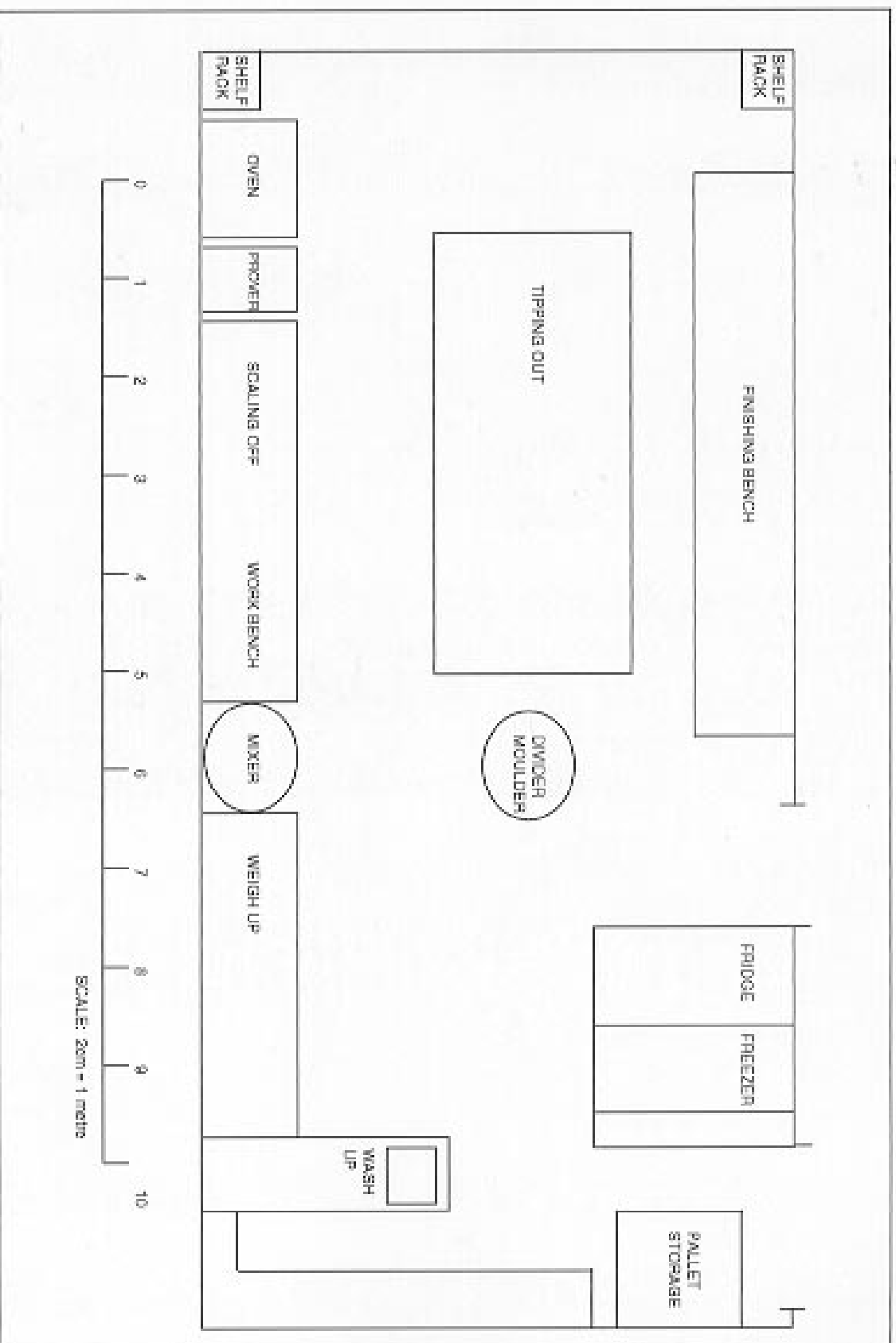
PRODUCTION RECORD

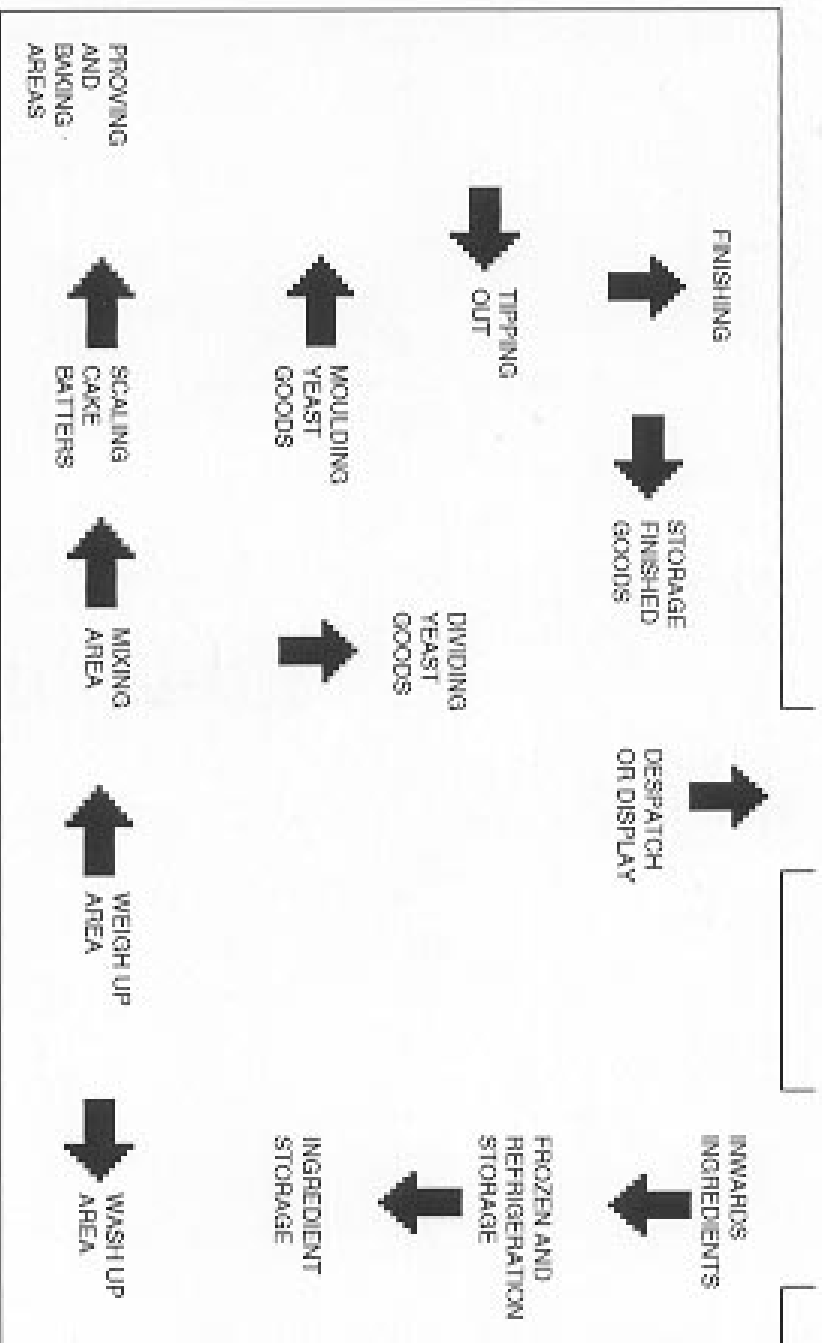
Store _____

From _____ To _____

Product	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
BUNS	Produced					
Cream	Unsold					
Iced						
Fruit						
BREAD						
Fruit						
Vienna						
Sticks						
Meal						
Grain						
ROLLS						
Round						
Long						
Hamburger Buns						
Meal						
Grain						
SPONGES						
Round/Plain						
Round Cream						
Sheets						
Leamingtons						
Jam Rolls						
BISCUITS						
Afghans						
Muesli						







BAKEHOUSE FLOW PATTERN