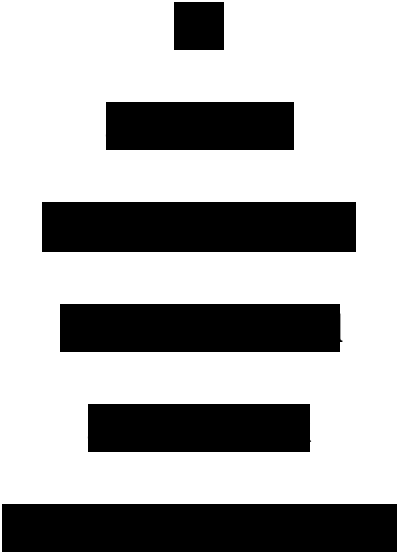


# Island Delights



## **Executive Summary**

Island Delight Pastries will be the only Caribbean pastry restaurant in Davie. There are over seventy-five non-restaurant businesses with a two-block radius, and twenty industrial along the one-mile road, between Davie Road and College Ave.

The proposed site is located along the main entrance to the city of Davie, at the interception of Davie Rd and SW 61<sup>st</sup> Way. The site is the very first parcel in the city of Davie, under the auspicious image of the famous landmark "Home of the Rodeo."

Island Delight Pastries will be the leading gourmet establishment in Davie, FL with a rapidly developing consumer brand and customer base. The proprietors are licensed business persons, with over 25 years of experience in the retail food service industries. The signature line of innovation, premium pastries include rum cakes, patties and breads. We truly aim to please, especially to customers with health issues or specific needs. A complete copy of our food pyramid will be available upon request

Island Delight Pastries will reinvent the pastry experience for individuals, families, and take out or delivery customers with discretionary income by selling high quality, innovative products at a reasonable price, designing tasteful, convenient location and providing industry – benchmark customer service.

We have allotted a complete budget for extensive advertising to reach the community and a very informative web-site, from which you can navigate quite easily to both contact us with personal questions, go through our frequently question and answer page or to place an order.

There is no doubt that Davie's population has a steady rise in growth. The constant ongoing construction of new homes and business are increasing fast and there is no question that the growth will continue significantly over the years to come. We are also looking forward to the growth of our restaurant and increase in profits.

Therefore, not only do we look forward to giving back to the community, but serving the community as well.

# Table of Contents

<b>Company Information.....</b>	<b>4</b>
<b>Goals.....</b>	<b>4</b>
<b>Objectives.....</b>	<b>5</b>
<b>Industry Analysis.....</b>	<b>5</b>
<b>Competitive Analysis.....</b>	<b>6</b>
<b>Target Market.....</b>	<b>8</b>
<b>Marketing Mix.....</b>	<b>11</b>
<b>SWOT.....</b>	<b>17</b>
<b>Design.....</b>	<b>18</b>
<b>Risks and Alternative Strategies.....</b>	<b>21</b>
<b>Conclusion .....</b>	<b>25</b>
<b>References.....</b>	<b>26</b>
<b>Appendix A (Competition).....</b>	<b>28</b>
<b>Appendix B (Technical Information).....</b>	<b>30</b>
<b>Appendix C (Nutrition Information) .....</b>	<b>33</b>
<b>Appendix D (Storefront).....</b>	<b>34</b>

## **Company Information**

Island Delights is a privately held corporation that specializes in West Indian pastries. The company's first location is in Davie, FL and this location serves and delivers to the Miami-Dade, Broward, and Palm Beach areas. Island Delights offers creative, colorful, and traditional West Indian pastry options. The service offerings are fairly different relative to the existing West Indian pastry market.

### **Vision Statement**

Delivering the taste of the Islands to YOU.

### **Mission Statement**

At Island Delights, our mission is to deliver the finest and most exemplary Caribbean products to all of South Florida. We will accomplish this by offering the highest level of customer satisfaction attainable, which will in turn allow us to meet our growth goals and generate a fair return for our stakeholders. We also maintain a friendly, fair and creative work environment, which respects diversity, new ideas and hard work.

### **Goals**

- Create awareness of the new web site.
- Draw traffic to the site.

## **Objectives**

### **Financial**

- A double digit growth rate for each year in the future.
- Reduce variable operating cost
- Increase the profit margin per month.

### **Marketing**

- Maintain positive, steady growth each month.
- Experience an increase in new customers who are turned into long-term customers.
- Decrease the market expenses as a percentage of sales
- Establish high-quality on-line customer service

### **Industry Analysis**

The food service industry is very competitive. Since South Florida has become a kind of mixing bowl of cultures there are many different types of food service businesses that are emerging in the area. The size of the potential market is relatively large. In 10 years, the population in the area increase by 685,832 people (census.gov). While the population continues to increase, the sales in the industry are projected to increase by 4.5% over this year (VOSBURGH 2002).

## Competitive Analysis for Island Delights

\*Ranking 0-5, with 0 being weakest and 5 being strongest

<b>PRODUCT</b>	Island	The	Chocolada	Streeters	Leta's	Charlies	Five Star
	Delights	Bakehouse	Bakery	Pastries	Bakery	Pastries	Bakery
Taste	4	4	3	2	2	3	4
Variety	5	4	3	2	2	4	3
Appearance	5	5	4	3	4	4	4
Quality	4	3	3	2	3	3	3
Price	3	4	3	3	4	3	3
<b>SERVICE</b>							
Handling of Complaints	4	3	2	3	4	3	3
Offers Delivery Service	4	0	0	4	3	0	0
Speed of Delivery	4	0	0	3	3	0	0
Quality	4	3	2	3	3	3	3
Speed of Service (store)	4	4	3	3	3	3	3
Product Customization	4	4	2	3	4	4	4
<b>ADVERTISING</b>							
Effectiveness of Adverts	4	3	2	3	4	3	3
<b>OTHER</b>							
Expansion Possibilities	1	2	1	2	3	3	3
<b>NO. OF BRANCHES</b>	1	1	1	1	1	3	3

There are seven (7) main competitors as per the above list. However, the focal competitors we have to be mindful of are Charlies Pastries and Five Star Bakery. The reason for this is because:

- These competitors offer the same or very similar products to that of Island Delights
- Both companies offer their products at more than one location, more specifically three (3) branches, so are therefore much more heavily concentrated throughout the market

Island Delights is one of the three listed companies that offers delivery services to both home and offices. This delivery service is offered throughout the Miami-Dade, Broward, and Palm Beach areas, and is not limited to the area in the vicinity of our Davie location.

The main competitors, Charlies Pastries and Five Star neither offer delivery service nor the convenience of online purchases. This is one area that we may be able to capitalize in, since we are not as large as they are in size, and have not yet established the loyalty with regards to our clientele.

## **Legal**

### **Licenses (Florida Statute 509)**

Each person who plans to open a public lodging establishment or a public food service establishment shall apply for and receive a license from the division prior to the commencement of operation.

Each public lodging establishment and public food service establishment shall obtain a license from the division. Such license may not be transferred from one place or individual to another.

Any license issued by the division shall be conspicuously displayed in the office or lobby of the licensed establishment. Public food service establishments which offer catering services shall display their license number on all advertising for catering services

**Selection:** A wide selection of pastry menu items.

**Accessibility:** The Company provides access via the internet to place orders and provide customer service. Island Delights prepares all of the meals in their Davie location and can deliver to locations in the Miami-Dade, Broward, and Palm Beach areas.

**Responsiveness:** Customers will be impressed with the level of attention that they receive and all prices will be competitive relative to the true competitors in the area.

## **TARGET MARKET**

Islands Delight is strategically located at 3790 Davie Road. This location is useful, since it is relatively easy to get to, from both the Interstate and the Florida Turnpike.

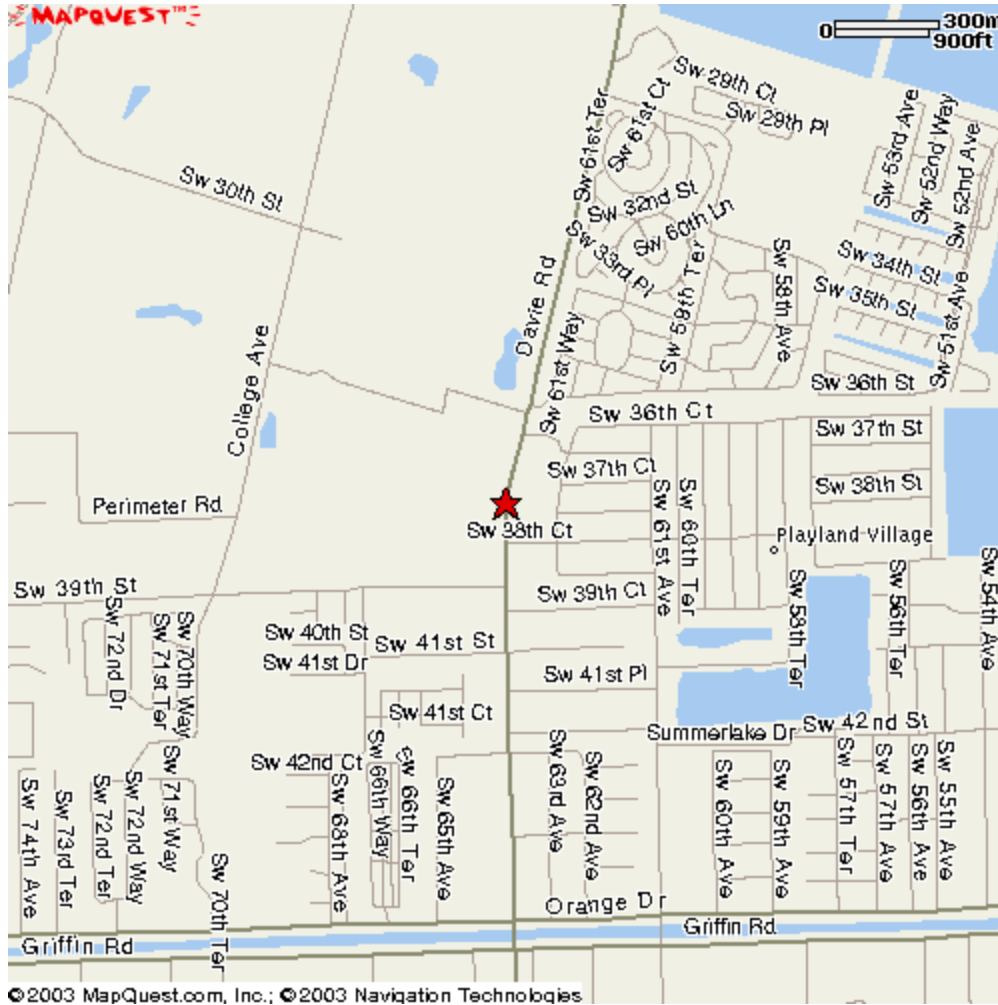
According to an article dated May 5<sup>th</sup> 1997 in the Nation's Restaurant News:

Many foodservice executives and operators have not yet realized that mass marketing does not work. They continue to waste millions of dollars on mass-media campaigns, despite declining profits. Some 75% of the average restaurant's customers are within a 10-minute drive of the establishment, and marketing campaigns should target those customers.

For this reason, Island Delights intends to market to our neighborhood. We will put more emphasis on local marketing, rather than on regional and national advertising.

Our Davie location will offer good exposure to shoppers patronizing neighboring shops and businesses, as well as the residents within this area. As per the table below, the Davie community alone consists of 79,853 people.

Our location also allows us to attract customers who drive along this route, since we are located near to the main road.



Conveniently, Island Delights is also in the vicinity of both FAU and BCC Davie Campuses

	Population	Percentage that fall within the targeted Segment of the Market	Percentage that is forecasted to Patronize Island Delights
Broward County	1,623,018	5% of 1,623,018 = 81150	3% of 8,1150 = 2,434
Davie	79,853	5% of 79,853=3993	3% of 3,993=120
Miami-Dade County	2,253,362	5% of 2,225,336 =112,668	3% of 11,266 =3,380
Palm Beach County	1,131,184	5 % of 1,113,118 =56,559	3% of 56,559 = 1,697
Total Population	5,007,564	5% of 5,007,564= 250,378	3% of 250,378= <b>7,511</b>

## Marketing Mix

### Rum Cakes:

Small-\$25.00

Medium-\$35.00

Large-\$45.00

X-Large-\$55.00



### Puddings:

Cornmeal

Sweet potatoes

Cassava

Christmas pudding

Small-\$23.00

Medium-\$33.00

Large-\$43.00

X-Large-\$53.00



### Patties:

Beef, chicken, lobster, shrimp, pork, ackee and codfish, and callaloo and codfish.

\$6.00 per ½ Dozen

\$11.00 per Dozen



**Meat loaf:**

Beef, callaloo and codfish, chicken ackee and codfish.

\$8.00 per ½ Dozen

\$15.00 per Dozen

**Bread:**

Cocoa Bread- \$9.60 per Dozen

Hardough

Small-\$2.50

Large-\$3.25

X-Large-\$4.10

Pastries:

Coconut cake-\$12 per Dozen

Coconut drops-\$12 per Dozen

Tamarind ball-\$11.95 per Dozen

Bulla -\$6.00 per Dozen

Totoes-\$5.95 per Dozen



## **Supply Chain**

Island-Delights supply chain management system will include the concept of integrated logistics. Our channel structure will promote a measure of communication and control among our channel members to avoid conflict. We will utilize electronic data interchange to establish lasting structural relationships with our suppliers. Our integrated logistics will manage acquisition of raw materials, information, and financial data necessary to manufacture our products in house both in a continuous manner, and also for customized individual products. This value chain system exemplifies Island-Delights' value in customer accommodation. We will be able to handle everything from a single custom cake ordered by a walk-in customer, to a bulk 40 cake order made by an institution requiring catering to a mass audience.

## **Shipping**

Island-Delights will sell directly to consumers, bypassing intermediaries. Island-Delights will make a delivery service available to its online customers. With 2 trucks in service, we will be able to deliver orders, within a 2-hour time frame, to locations in Palm Beach, Broward, and Miami-Dade Counties. Customers can order bulk inventory of mass-produced cakes or take advantage of our build to order custom cakes. Deliveries will be organized within their time frames by relative location, and coordinated to accommodate the highest number of customers as possible, while taking advantage of the trucks' maximum capacities. The truck operators can utilize electronic order tracking to plan their routes and schedule pick-ups for the next run.

## Packaging

Our products will be packaged in Styrofoam with extreme care to ensure that quality, accuracy, and timeliness are not sacrificed in any capacity. Customers will know that their deliveries will be fast, accurate, and ready to serve, every time. Packaging of inventory can be customized as specified by the customer, or wrapped in mass quantities for larger scale distribution for institutions in need of catering of larger quantities, both methods ensuring delivery of undamaged goods.

## Promotion

Our advertising campaign will focus mainly on radio spots. We will run ads on WEDR 99.1, and WLYF 101.5. We will also produce television ads in about 6 months, place ads in The Miami Herald and Palm Beach Post, and outsource a direct mail plan through Herald Direct. The Miami Herald is South Florida's oldest newspaper. It is now the largest circulation daily newspaper in the area, with a weekly readership of nearly 1.3 million. Herald Direct will be used to place our ads to almost every household in Miami-Dade and South Broward, and target zip codes in the area based on demographics. **(Miami Herald)**

Some common newspaper ad measurements in width:

One column (wide) - 12p (12 picas) = 2" wide  
Two columns (wide) - 25p (25 picas, not 24, that would be too easy) = 4.25" wide  
Three columns (wide) - 38p6 (38 picas, 6 points) = 6.4375" wide  
Four columns (wide) - 51p6 (51 picas, 6 points) = 8.625" wide  
Five columns (wide) - 64p9 (64 picas, 9 points) = 10.8125" wide  
Six columns (wide) - 78p (78 picas) = 13"

Use these widths times the height you want your ad to be inches to give you the actual size of your ad. This will give you a better idea if the space is large enough to tell your story or maybe a smaller size would be more economical.

Usually there are two ways to buy ad space. You can either commit to spending a specified dollar amount over a period of time, usually a year, or, by how frequently your ads appear in the paper.

If the newspaper's basic cost for a display ad is \$7.25 per column inch. So an ad 12p (12 picas wide or two inches) by three inches tall would run \$43.50. 2 columns (12p) x 3 inches = 6 column inches x \$7.25 per column inch = \$43.50. If you commit to running an ad every week for 52 weeks your per column cost might go down to \$5.75 per column inch. **(Egelhoff)**

The Palm Beach Post offers the following markets:

- **# 1** in Sunday newspaper readership, leading all other major U.S. markets with 76 percent of adults reading the Sunday newspaper
- **# 2** in daily newspaper readership with 64 percent of adults reading a daily newspaper. When you advertise in The Palm Beach Post, you reach loyal newspaper readers across all age groups as well as the best educated and most affluent adults in the market. The Palm Beach Post is:
  - **# 1** in Sunday readership and **# 3** in daily readership among adults ages 55 or more
  - **# 1** in both daily and Sunday readership among adults with household incomes of \$75,000 or more
  - **# 1** in Sunday readership and **# 2** in daily readership among college graduates
  - **# 2** in both daily and Sunday readership among men
  - **# 1** in Sunday readership and **# 3** in daily readership among women
  - **# 5** in Sunday readership among adults ages 35 to 54 (The Palm Beach Post)

**Promotional release costs and timetable:**

July 2003-July 2004

	Start-Up	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
<b>WEDR</b>	\$17	\$952	\$952	\$952	\$952	\$952	\$952	\$952	\$952	\$952	\$952	\$952	\$952
<b>WLYF</b>	\$14	\$784	\$784	\$784	\$784	\$784	\$784	\$784	\$784	\$784	\$784	\$784	\$784
<b>Herald</b>	\$5,424	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425
<b>Post</b>	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
<b>Direct</b>	\$750	\$825	\$1,150	\$1,300	\$1,470	\$1,580	\$1,400	\$1,320	\$1,100	\$1,000	\$815	\$775	\$600
<b>WSVN</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

**(WEDR 99 JAMS, WLYF LITE FM, Miami Herald, Palm Beach Post, 7 News Online)**

- *Radio ads are played twice per day, every day. Radio start-up fees report the current price per ad placed.*
- *Newspaper start-up fees report the current annual commitment rates of each respective paper bought one year in advance. The cost is broken down per month in which the ad is run by the paper.*
- Direct Mail will be outsourced through Herald Direct. Spending on this medium will increase over time to reach a broader market of potential customers as word of mouth spreads among neighborhoods and communities.

## SWOT

<b>Internal:</b>	<b>Strengths</b>	<b>Weaknesses</b>
	Superior service offerings	Cost of providing delivery service.
	Excellent staff who are highly trained	Lack of experience in providing delivery service.
	Excellent sources of top quality ingredients.	Lack of brand recognition.
	Convenient central location.	
	Value employees.	
<b>External:</b>	<b>Opportunities</b>	<b>Threats</b>
	Competition not providing internet customer service.	Competition offering similar products
	Growing market	Emerging local competitors
	Ability to diversify into related services such as other Caribbean foods.	Competition has several locations.
		Supermarkets threaten pastry sales.

## **Web Site Design**

The purpose of our web site is to enable our customers to see our products, to purchase rum cakes, Jamaican patties, and other items online at their convenience, and to allow them to schedule a time for home delivery or for pickup at our bakery which best suits each individual's timeframe.

To save time and resources, we had our initial site design and MySQL database done by Glowing Designs, but we were extremely careful to protect our interests when we contracted for this service, and we had our lawyer review the final agreement. We wanted to be sure that we had an understanding about the look and feel that we wanted for the site, that we had included all the necessary disclaimers and terms of use, and that we were comfortable with our privacy policy. We specified that we must be able to do our own price and item availability management during the course of the contract maintenance period (rather than waiting for the designer to change a small detail), that we must be able to do our own content management at the end of the contract period, that the design must incorporate our choice of shopping cart software, and that we would retain all rights to the material upon satisfactory design completion. The contract also included one year's post-launch service to cover any necessary design or database fixes or changes. (Taylor-Wessing, 2003)

### **Look and Feel**

We wanted some strong, lush and tropical colors and graphics to enhance the 'Island' feeling of the page, interspersed with enough light-colored background to provide good visual separation of items on each page.

Having done our homework, we knew that our website needed to be easily seen and used by as many different types of old and new PC and MAC browsers as is practical (Heng, 2003). We didn't want to cut out potential customers due to poor web design. We also knew that we needed to have pages that would download quickly, because many people who surf the Web will only wait 15 - 20 seconds before moving on to the next Web site(Gronich, 2002). We

decided we wanted our site to be written in relatively simple HTML code, with a minimum of Java, and no Flash or Macromedia effects at this time. We would use less than 8 graphic files per page, and we use smaller pages with a few choices each, adding steps to the selection process rather than trying to maintain a few very large pages. This choice would also help us determine the relative popularity of pages when we reviewed our site statistics.

### **Design Testing**

Once we've received the web pages from the design company, we will test our site for satisfactory performance with the following method:

- ◆ Step one: We will submit our completed web pages to the World Wide Web Consortium's free validation services in order to make sure that our code is valid and meets cross-browser compatibility requirements, and we will make any necessary corrections.
  
- ◆ Step two: We will put our completed site design up on our host's web server, and we will test all pages, links, and forms from our own machines.
  
- ◆ Step three: Our pages will contain an email link to our designated webmaster, with the request to our customers to report any difficulties they may encounter when using our site.

### **Testing the Site**

We will target our site through submission to selected major search engines and through key word placement in our web pages that will identify our products to search engine spiders. We will also encourage linking of our web site with other online vendors of complementary products. We will look at the possibility of establishing a 'Web Ring' for complementary products, and we will get our site linked to the web sites hosted by our regional newspapers, such as GoPBI (the Palm Beach Post) and SunSentinal.com.

### **Hosting the Web site**

We did not feel that we needed to set up and maintain a network or webserver at the start of this business, but we wished to be able to grow the IT portion of the business as our sales grew. We will purchase our own domain name through Dotster, Inc. We decided to outsource our web hosting to Nexpoint Technologies, Inc., who offered a very competitive package (see appendix). We will FTP our pages to the site as soon as we're notified by Nexpoint. Our contract with Nexpoint allows us to terminate the service at any time for failure to maintain our web presence 99% of the time, has existing guidelines for expected bandwidth demands, does not penalize us for occasional episodes of exceeding that bandwidth expectation, and allows adequate storage for our needs.

### **Hardware**

We'll start out with a single workstation (specified in appendix), which has the advantage of being built network ready, and we will add workstations in a peer-to-peer network configuration as the company grows. We will interface that workstation with a wireless laptop for each driver, so that each driver has complete routing instructions for the deliveries, included any delivery notes added in the comment section of the customer's order.

### **Software for our Web design**

We use Microsoft FrontPage and/or Mozilla Composer to update our pages in-house, because both are easy to use and each allows us to easily update and expand our site. Managing our own site with simple design tools allows us to maintain control of our site design and to readily change and update as needed, as opposed to waiting for an outside party to develop changes for us. We use WS\_FTP Pro by Ipswitch, Inc to transmit our web pages to our website.

We use WebGenie Shopping Cart Professional to design our shopping pages because it offers a simple preset design with an interface that is already

familiar to online shoppers, and because it is easy to modify as needed and when needed. It incorporates its own CGI (Common Gateway Interface) scripting, keeping our shopping system self-contained. Our customers' shopping data will be stored in a MySQL database.

We use Adobe Photoshop to transfer pictures of our products and production facilities to our web pages.

### **Risks and Alternative Strategies**

1) Current strategic trends including 'follow the leader' and 'do everything' are prevalent in business; many start-ups are tempted to follow these practices.

1) We will not simply imitate industry leaders as a business practice because a competitor's strategy doesn't necessarily take our strengths and weaknesses into consideration. Though we may realize great profit as the result of an extremely successful custom product, the probability of finding a second winning product for the market isn't great enough to implement as a general growth strategy for Island-Delights. Despite our technological advantages, we know that dedicating too many resources to the goal of simply growing our market share would be offset by increased advertisement and promotion costs and thus a balance should be attained. As a startup, we will face several interesting opportunities, though we understand that we don't have the money, time, or energy to invest in each of them. All alternatives will be analyzed for their return on investment and turnover, among other things. Also, as a startup, we understand that our goals and general strategies require continuous analysis and adaptation as the market changes and customers make new demands. We cannot be so deep rooted in our strategies as part of our culture to refuse to consider their possible flaws or how we can do things

better and constantly improve upon our processes. Island-Delights prizes the creativity found in its products, management, and staff talent and thus will not follow these poor trends commonly found in business today.

**(Wheelen, Hunger)**

- 2) Our startup is capital intensive and faces barriers to entry.
  
- 2) A core competency of Island-Delights is its utilization of cutting edge technology that allows it to run continuous and custom operations to meet a wide range of ever changing customer demands and specifications. Our technological leadership grants us lower cost options as a whole, which will be used to its full advantage. Our marketing development strategy tries to capture a larger share of an existing market for current products through market saturation and market penetration. We may also focus our efforts on development of new markets for current products by emphasizing our custom products, versus mass marketing our continuous product line in future operations. **(Wheelen, Hunger)**
  
- 3) As a start up, Island-Delights will initially seek to build stronger relationships with its suppliers in long- term interests.
  
- 3) We may wish to alter our purchasing strategy to include multiple sourcing which consists of ordering particular parts from several vendors. The advantages of this include the forced competition of suppliers, which could mean reduced purchasing costs, and the higher probability of delivery despite a supplier's inability to meet demand at a particular moment. Often, multiple sourcing results in acceptance of the lowest bid at the cost of quality though this would go against the values of Island-Delights. **(Wheelen, Hunger)**

- 4) Island-Delights is in existence to bring the taste of the islands to Palm Beach, Broward, and Miami-Dade.
  
- 4) Our methods are bound to change over time, reacting to the market and to new technology. We want to make the most of what we have so we can continue to bring our island treats to the people in a fast, efficient, and affordable manner. We will always hold our values as an organization despite the risks involved and the newest trend strategies that emerge in the industry.

### **Privacy Policy**

At Island Delights, we are committed to protecting your privacy. We developed this Privacy Policy to share with you our information collection practices and the options you have when visiting our Web site. You can always be assured the information we collect is used to provide a more personalized experience for users of this site. This Privacy Policy is an online Privacy Policy, applicable to this site only. By using this site, you are agreeing to accept the practices described in this Privacy Policy.

### **Who is Collecting Your Information**

Island Delights and its affiliates are the sole owners of the information collected; we will not sell, share, rent or loan this information to any third party.

### **What is Collected, and How Do We Use It**

You can visit Island-Delights.com without providing any personal data to us. However, certain sections of our site do include forms. Listed below is the personal data requested on each of the forms and the primary purpose for which such data is used.

Your e-mail address - for us to contact you in response to your questions and comments

Your name - to use for customer contact purposes

Your address and telephone number - for us to contact you in response to your orders, questions and comments

Demographic information - used to better serve you in the future.

All information in the e-mail form under the Contact Us section is optional; your submission of this information helps us better serve you. By filling out the e-mail form, you are consenting to receive e-mail or telephone calls from us or our agents.

### **Other Information**

We collect additional information about how you use and access our Web site. This information enables us to improve the site by making it more accessible and easier to navigate.

### **Cookies**

By use of this site, you consent to our use of cookies. A "cookie" is a piece of data stored on your hard drive containing information about you. Usage of a cookie is in no way linked to any personally identifiable information while on our Web site. Cookies do not contain any registration information that would personally identify you, as all such data is kept behind our firewall. Nor do cookies allow us to track your usage of other Web sites or the Internet in general.

### **Log Files**

We use IP addresses to analyze trends, administer our Web site, track customer site navigation and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

### **Notification of Changes**

If we decide to change our privacy policy, we will post those changes on our homepage so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from

that stated at the time it was collected, we will notify users. We will use information in accordance with the privacy policy under which the information was collected.

### **Contact Us**

Please let us know if you have any questions about our Privacy Policy. Simply send us an e-mail.

### **Confidentiality and Security**

- We limit access to personal information about you to employees who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs.
- We have physical, electronic, and procedural safeguards that comply with federal regulations to protect personal information about you.

### **Conclusion**

Island Delights will be the only Caribbean pastry restaurant in the Town of Davie, and will be the only one in Broward with both online ordering and delivery. The proprietors of the company are experienced in the industry and will be able to lead it to success. While catering to individuals and families for take out or delivery, the products, price, and service will surpass those of its current competitors.

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## **Appendix A**

### **Competition**

Island delights is unique due to its online ordering and delivery services, however there are several other bakeries that are in the area that may compete for the same business:

1. Chocolada Bakery & Café  
1923 Hollywood Blvd, Hollywood  
No delivery service
  
2. Hollywood Fine Pastries by Streeters  
1113 South 30<sup>th</sup> Avenue, Hollywood  
Delivery available with purchases over \$50.00
  
3. Leta's Caribbean Bakery  
8351 Pines Blvd., Pembroke Pines  
Offers delivery to home and office
  
4. Charlies Pastries  
4261 W Commercial BLVD, Fort Lauderdale  
No delivery service  
  
3430 NW 16<sup>th</sup> ST, Lauderhill  
No delivery service  
  
4265 NW 12 ST, Lauderhill  
No delivery service
  
5. Five Star Bakery  
1742 45<sup>th</sup> ST, West Palm Beach  
No delivery Service  
  
4272 N State RD 7, Fort Lauderdale  
No delivery service  
  
6847 Miramar Parkway, Miramar  
No delivery service

## Appendix B

### Workstation:

- Dell Precision 340 Workstation - \$3,193 (07/19/03)
  - Intel® Pentium® 4 Processor, 2.80GHz, 512K / 533 Front Side Bus
  - 256MB PC800 ECC RDRAM® (2 RIMMS™)
  - Keyboard - Enhanced Performance, USB (8 Hot Keys)
  - Mouse - Logitech®, USB, Optical (2-button, w/scroll)
  - V.92 PCI Data/Fax Controller less Modem
  - nVidia, Quadro2 EX™, 32MB, VGA
  - Dell UltraSharp™ 1800FP 18 inch Flat Panel Monitor (18.1 inch vis)
  - Sound Blaster Live! 5.1 Digital Sound Card
  - harman/kardon 206 Speakers
  - Microsoft® Windows® 2000 Professional (SP3) with Media using NTFS
  - Microsoft Office XP Small Business and ADOBE ACROBAT 5.0
  - Symantec Antivirus CorpEd 8.0 (1 user license)
  - Adobe® Photoshop® 7.0
  - 2 - 80GB ATA-100 IDE (7200 rpm) Hard Drives
  - 4X DVD+RW/+R AND 48X CDROM with Roxio® Easy CD Creator and DVD Decode
  - 3.5 inch 1.44MB Floppy Drive
  - 4-Port, External, USB 2.0 PCI Adapter
  - Warranty - 3Yr Parts + Onsite Labor (Next Business Day)
- Dell A940 All-in-One (Print, Copy, Scan, Fax) - \$246
- NIKON CoolPix 5700 Digital Camera - \$1,099.00

### Laptop:

- Dell Latitude X200 - \$2,974
  - Ultra Low Voltage Mobile Intel® Pentium® III processor-M 933MHz
  - MediaBase with Floppy Drive and 8-24-10-24X SWDVD/CDRW Combo
  - 512MB SDRAM, 1 DIMM totaling 640MB
  - Microsoft Office Small Business with Adobe Acrobat 5.0
  - Microsoft® Windows® 2000, Service Pack 3

- Symantec Antivirus CorpEd 8.0 (1 user license)
- NTFS, FILE SYSTEM, WIN NT/2K/XP
- Internal TrueMobile™ 1150 Mini-PCI Wireless Card (Wi-Fi Certified)
- Leather Slip Cover
- 8-Cell Lithium-Ion Secondary Battery
- External Battery Charger
- Norton Antivirus® 2003, 12-month subscription upgrade
- 3 Year Limited Warranty plus 3 Year NBD On-site Service and CompleteCare

**Other:**

- DSL connection for Workstation
- Wireless Web service for laptop
- Card Reader (for store and phone orders)
  - Hypercom T7P - \$329 - for credit cards
  - Veriphone Pin Pad - \$120 - supplement for debit cards

**Web Host:**

Nexpoint Technologies, Inc

- RAQ Linux Special \$99/yr + \$25 setup
  - includes 250 - 500 pages & 10,000 Monthly Page Views
  - 500 MB Web Space
  - Unmetered Monthly Transfer
  - Same Day Setup
  - Site Control Panel
  - Unlimited E-Mail Accounts
  - Unlimited Aliases
- Mailing Lists
  - POP3, IMAP, SMTP supported
  - One 50MB Database
  - My SQL
  - Remote Access
  - Protective Features
    - 30 Day Money Back Guarantee

- 99.9% Server Uptime
- SONET Fiber Optic Backbone
- Daily Backups
- UPS Power Failure Protection

## Appendix C

### Nutritional Information

#### Rum Cakes, Puddings, Breads and Pastries.

Nutrition Facts  
Amount Per  
Serving  
% Daily  
Value

Serving Size: One serving (83g)

	Amount Serving	Per	% Daily Value
<b>Calories</b>	350		
<b>Calories from Fat</b>	150		
<b>Total Fat</b>	17g		26%
<b>Saturated Fat</b>	8g		38%
<b>Cholesterol</b>	50mg		16%
<b>Sodium</b>	330mg		14%
<b>Total Carbohydrate</b>	45g		15%
<b>Dietary Fiber</b>	-1g		3%
<b>Sugars</b>	27g		
<b>Protein</b>	4g		
<b>Vitamin A</b>			6%
<b>Calcium</b>			4%
<b>Vitamin C</b>			0%
<b>Iron</b>			8%

#### Ingredients:

Each product may contain one or more of the following: enriched flour (wheat flour, barley malt, niacin, iron, thiamin mononitrate, riboflavin, folic acid), sugar, shortening (partially hydrogenated soybean and cottonseed oils, dimethylpolysiloxane as an antifoaming agent), butter blend [butter, partially hydrogenated soybean oil, soybean oil, water, partially hydrogenated cottonseed oil, salt, mono and diglycerides, calcium disodium EDTA (preservative), annatto (color), artificial flavor, vitamin A palmitate added], eggs, vanilla, calcium sulfate, monocalcium phosphate, fumaric acid, corn starch, baking soda, salt, coconut, rum, clove, cinnamon, untended, allspice, yeast, ginger, tamarind, raisins and cranberries.

## Patties.

Nutrition Facts  
Amount Per  
Serving  
% Daily  
Value

Serving Size: 1 serving (40g)

	Amount Serving	Per	% Daily Value
<b>Calories</b>	280		
<b>Calories from Fat</b>	110		
<b>Total Fat</b>	12g		18%
<b>Saturated Fat</b>	6g		30%
<b>Cholesterol</b>	40mg		13%
<b>Sodium</b>	180mg		8%
<b>Total Carbohydrate</b>	39g		13%
<b>Dietary Fiber</b>	2g		8%
<b>Sugars</b>	15g		
<b>Protein</b>	4g		
<b>Vitamin A</b>			6%
<b>Calcium</b>			4%
<b>Vitamin C</b>			0%
<b>Iron</b>			8%

### Ingredients:

All patties contain the following: enriched flour (bleached wheat flour, barley malt, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), butter, brown sugar, salt, and baking soda, partially hydrogenated vegetable oil (rapeseed, soybean, and/or cottonseed oils), partially hydrogenated palm kernel oil, sodium metabisulfite, natural flavors, sodium acid pyrophosphate, monocalcium phosphate, scallion, thyme, pepper, pork, codfish, chicken, beef, callaloo, ackee, garlic, breadcrumbs and onions.

Appendix D



