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:

PART I  SETTING UP
A systematic set of steps to follow when getting started.

PART II  PRODUCT RANGE
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.

PART III  BAKERY EQUIPMENT
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.

PART IV  BAKERY LAYOUT
The flow pattern is an essential requirement.

PART V  STAFF & STAFF TRAINING
An outline of the staff requirement and staff training available by qualified NZ Bakels Bakery Advisors.

PART VI  PRODUCTION PLANNING

PART VII  SALES & PROFIT EXPECTATIONS
A basis for calculating what to expect from your bakery operation.

Cont/2…
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?
    Cont/4…
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

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

Cont/6…
GRAIN BREADS

Grain Vienna  
Grain Cobs  
Grain Long Rolls  
Grain Dinner Rolls  

RYE BREADS

Rye Vienna  
Rye Cobs  
Rye Long Rolls  
Rye Dinner Rolls  

OAT BRAN BREADS

Oat Bran Vienna  
Oat Bran Cobs  
Oat Bran Long Rolls  
Oat Bran Dinner Rolls  

BUNS AND FRUIT LOAVES

Fruit Loaves – tinned  
Buns – plain  
Boston Buns  
Fruit Buns  

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

Cont/7…
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
Focaccia (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

Cont/8…
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  Meat, Savoury fillings
Sausage Rolls  Flaky Pastry  Mince, Mince & Vegetable, Steak, Bacon & Egg
Pasties
Family Pies  Flaky Pastry  White Icing, Chocolate Icing
Custard Squares  Flaky Pastry  Hadeja Flan Jel Glaze, Dusting Sugar
Apple Strudel

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.

Cont/10…
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.

Cont/11…
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:

<table>
<thead>
<tr>
<th>TURNOVER</th>
<th>OVEN CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>(5½ day – 6 day week, single 8-10 hour shift)</td>
<td></td>
</tr>
<tr>
<td>Up to $5,000</td>
<td>6 trays</td>
</tr>
<tr>
<td>$5,000 - $7,500</td>
<td>9 trays</td>
</tr>
<tr>
<td>$7,500 - $10,000</td>
<td>12 trays</td>
</tr>
<tr>
<td>$10,000 - $12,500</td>
<td>15 trays</td>
</tr>
<tr>
<td>$12,500 - $15,000</td>
<td>18 trays</td>
</tr>
<tr>
<td>Over $15,000</td>
<td>21 trays</td>
</tr>
</tbody>
</table>

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.

Cont/13…
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 made 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.
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 export 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:

<table>
<thead>
<tr>
<th>TURNOVER</th>
<th>SENIOR</th>
<th>JUNIOR</th>
<th>FINISHING</th>
<th>SERVING (if required)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $5,000</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>$5,000 to $7,500</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>$7,500 to $10,000</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>$10,000 to $12,500</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>$12,500 to $15,000</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Over $15,000</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>

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.

Cont/17…
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

Cont/18…
SPONGES
Round or Sheet
Creamed
Leamingtons
Jam Rolls

BISCUITS
Afghans
Muesli
Chocolate Chip
Oat Bran
Shortbread
Anzac

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
Bread
fruit, Vienna, French sticks
Bread Rolls
Round crisp, long soft, hamburger buns

B. Bread
meal, sandwich, grain, rye, oat bran
Bread Rolls
meal, grain, rye, oat bran

C. Sponges
rounds, creamed sponges, sheets, cream, leamingtons, jam rolls
(sponges can be baked beforehand but creaming must be daily)

D. Biscuits
Afghan, muesli, chocolate chip, oat bran, Anzac
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.

Cont/20…
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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover</td>
<td>100%</td>
</tr>
<tr>
<td>Materials (ingredients, packaging etc)</td>
<td>-28-34%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>66-72%</td>
</tr>
<tr>
<td>Wages</td>
<td>-28-30%</td>
</tr>
<tr>
<td>Overheads</td>
<td>-13-15%</td>
</tr>
<tr>
<td>(Rent, rates, insurance, depreciation, electricity etc)</td>
<td>41-45%</td>
</tr>
<tr>
<td>Net Profit (before taxation)</td>
<td>26% approx</td>
</tr>
</tbody>
</table>

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.

Cont/22…
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 -$161,200
   
   Net Profit (before taxation) $358,800 (69%)
   Wages -$150,800
   Overheads -$72,800
   $135,200 (26%)

8. INITIAL OUTLAY
   Plant & Equipment $100,000
   Material Stock $10,000
   Building improvements, electrical, plumbing $10,000
   $120,000

Cont/23…
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
P O Box 629
AUCKLAND

APV Control master - Prover/Retarders
Provers
Retarders

Combi multideck oven provers
Convector-4/8 mini bake oven/prover
Franco Berto Dough Mixers
Bear Planetary Varimixers

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

Other locations
D20 Dividers
467 Selwyn Street
PO Box 1569
CHRISTCHURCH

Fap Moulders
Stiletto Slicers
Bun Divider Rounders
Crescent Roll Machines

Telephone: (03) 379 7180

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

Hobart Mixers
Esmach Bakery Equipment
Full range of Mixers, Dividers, Rounders
Moulders, Ovens, Slicers
Blue Seal equipment and Turbo Fan Ovens

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

Airwhips, Automatic Cream Machines etc
Tom Chandley Ovens

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

Cont/25…
<table>
<thead>
<tr>
<th>Company</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Rooy Machinery (NZ) Ltd</td>
<td>Ostali Planetary Mixers, Fortuna Bun Divider Moulder, Bertrand Dividers, Euromap Long Divider, Ostali Dough Sheeters, Salva Ovens Provers, Bread Slicers etc</td>
</tr>
<tr>
<td>Bakery Services Ltd</td>
<td>Diosna Dough Mixers, Winkler Dough Mixer, Aicoh Planetary Mixers, Koma Fridge and Provers, Winkler Ovens, Winkler Water Meters etc, SVEBA Deck Oven Systems</td>
</tr>
</tbody>
</table>

Cont/26…
Caterman Ltd
264 Devon Street West
NEW PLYMOUTH
Telephone: (06) 757 8871

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

GEC Avery New Zealand Ltd
P O Box 12-442
Penrose
AUCKLAND
Telephone: (09) 526 0066

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

Mackies Pty (NZ) Ltd
5A Lorien Place
East Tamaki
AUCKLAND
P O Box 58-351
Greenmount
AUCKLAND
Telephone: (09) 274 5278 or 274 5528
Fascimile: (09) 274 6980

Bread tins, baking trays, bread display racks etc

Starline Distributors Ltd
P O Box 6331
WELLINGTON
Telephone: (04) 385 7424

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

Wedderburn Scales Ltd
38 Vesley Drive
P O Box 12 801
Penrose
AUCKLAND
Telephone: (09) 579 9780
Fascimile: (09) 579 9952

For all scaling requirements

Cont/27…
CEMAC GROUP

SHOWROOMS
41 College Hill
P O Box 91-001
Ponsonby
AUCKLAND
Telephone: (09) 358 2935
Facsimile: (09) 358 3737

543 Te Rapa Road
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
Telephone: (09) 620 4000
Facsimile: (09) 629 2070

Shelves
Lockers
General office equipment/furniture

Bread display racks
Dump baskets etc
BREAD MIXERS

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

PLANETARY CAKE MIXERS

<table>
<thead>
<tr>
<th>SUPPLIER</th>
<th>BRAND</th>
<th>DOUGH CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hobart Food Equipment</td>
<td>Hobart Mixers</td>
<td>5-10/20-80-140 litres</td>
</tr>
<tr>
<td>Van Rooy Machinery</td>
<td>Ostali Cake Mixers</td>
<td>35 litre &amp; 60 litre</td>
</tr>
<tr>
<td>Nada Machinery Ltd</td>
<td>Daub Mixers</td>
<td></td>
</tr>
<tr>
<td>Bakery Services Ltd</td>
<td>Aicoh Mixers</td>
<td></td>
</tr>
<tr>
<td>Seton Shore Ltd</td>
<td>JC301</td>
<td>20 litre</td>
</tr>
<tr>
<td></td>
<td>HY204</td>
<td>35-65 litre</td>
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</table>

PASTRY SHEETERS

<table>
<thead>
<tr>
<th>SUPPLIER</th>
<th>BRAND</th>
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<tbody>
<tr>
<td>APV</td>
<td>Captain Pastry Sheeters, LP83, LP2000, LP6000</td>
</tr>
<tr>
<td></td>
<td>Model 500-600S</td>
</tr>
<tr>
<td>Burns &amp; Ferrall Ltd</td>
<td>Esmach Pastry Sheeters</td>
</tr>
<tr>
<td>Van Rooy Machinery</td>
<td>Ostali Sheeters</td>
</tr>
<tr>
<td>Nada Machinery Ltd</td>
<td>Fritsch Rollfix Pastry Sheeters</td>
</tr>
<tr>
<td></td>
<td>Sigma Pastry Sheeters</td>
</tr>
<tr>
<td></td>
<td>Pastry Master Heavy Duty Sheeters</td>
</tr>
<tr>
<td>Bake Rite Systems</td>
<td>Fritsch Rollfix Pastry Sheeters</td>
</tr>
</tbody>
</table>

Cont/29…
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 8000 pieces per hour
- Euromap Universal Long Moulders

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 6 trays per deck
- Salva NXE 3 trays per deck
- Salva Rotary Rack Ovens

Nada Machinery Ltd
- Dahlen International Deck Ovens 1-6 decks
- Dahlen International Rotary Ovens

SCALEs

GEC Avery NZ Ltd
- Counter Balance Scales
- Weighing Equipment
- Avery Pack Scan Bar Code Label Printer

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  6 x Large Plastic Storage Bins on Castors
Telephone:  (09) 634 0203  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

Cont/31…
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 Boad
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

Cont/32…
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

MISCELLANEOUS

1 Pair Scissors
1 Can Opener – Bench Type
1 Recipe Book
1 Recipe Clipboard
## PRODUCTION RECORD

<table>
<thead>
<tr>
<th>Store</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUNS</td>
<td>Monday: Produced</td>
<td>Tuesday:</td>
</tr>
<tr>
<td>Cream</td>
<td></td>
<td>Wednesday:</td>
</tr>
<tr>
<td>Iced</td>
<td></td>
<td>Thursday:</td>
</tr>
<tr>
<td>Fruit</td>
<td></td>
<td>Friday:</td>
</tr>
<tr>
<td>BREAD</td>
<td></td>
<td>Saturday:</td>
</tr>
<tr>
<td>Fruit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vienna</td>
<td></td>
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</tr>
<tr>
<td>Sticks</td>
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<tr>
<td>Grain</td>
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</tr>
<tr>
<td>ROLLS</td>
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<tr>
<td>Round</td>
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</tr>
<tr>
<td>Long</td>
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</tr>
<tr>
<td>Hamburger Buns</td>
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<td>Meal</td>
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<td>Grain</td>
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<tr>
<td>SPONGES</td>
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<tr>
<td>Round/Plain</td>
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</tr>
<tr>
<td>Round Cream</td>
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</tr>
<tr>
<td>Sheets</td>
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<tr>
<td>Leamingtons</td>
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<tr>
<td>Jam Rolls</td>
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<tr>
<td>BISCUITS</td>
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</tr>
<tr>
<td>Afghans</td>
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<tr>
<td>Muesli</td>
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