



# Home of the Cupcake *Bouquet*

# INTRODUCING





- 01 Have you ever purchased a gift just for the sake of purchasing a gift?**
- 02 Were you excited about purchasing your last gift?**
- 03 There are not a lot of gifting companies that really get you excited.**



# Sending flowers is like saying...

**“ Here,  
Watch these  
Die! ”**





# Baked Bouquet is the World's First "Flakery"!

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We are a Florist in the front...  
and a Bakery in the Back!



We provide a custom gift  
experience that tastes better  
than it looks!







Pick your size

- ☒ Beauty (10 cupcakes) **\$115**
- ☐ The Perfect Size (15 cupcakes) **\$135**
- ☐ Big (21 cupcakes) **\$159**

Available Flavors

- ★ ☐ Quatro Special – All FOUR Flavors \$6
- ☒ Select flavors

First Free. Each additional +\$3

- ☐ Authentic Vanilla – A yellow cake with 100% pure buttercream
- ☐ Chocolate – A fluffy, moist chocolate cake with our 100% pure buttercream
- ☐ Red Velvet – Traditional Red Velvet cake with cream cheese buttercream
- ☐ Strawberries and cream – Strawberry cake with our traditional cream cheese buttercream

When do you want it?

Select Date



# Amazing Online Experience

It is remarkably easy to configure your Fresh Baked Cupcake Bouquet on our website.

You pick your flowers, colors, size and flavors in just 4 clicks.

We are an E-Commerce Company in a sense. More than 50% of our business is online.



# But we have Personality!



You can talk to us on the phone or visit us.



We can solve your problems immediately unlike other online companies.

III

**40%**

**of our customers visit us!**





# **That Omni-Channel Experience Give us a Competitive Advantage!**

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Our online competitors don't have the physical locations and customer service to respond to customers' immediate needs.

They are commission based, impersonal companies that have no faces!



**We also hand  
deliver our gifts!**



**Customers love it  
Compared to this**







# Bakers and Florists Can't do this!

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01

Custom Design

03

Baked Fresh

02

Make On-Demand

04

Deliver same day

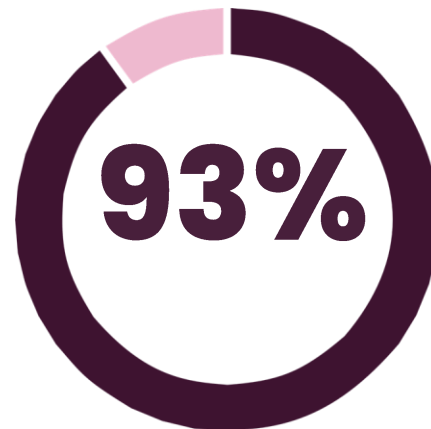
*We are a fast-casual bakery!*





**The result is:**

**NET PROMOTER SCORE OF**



There is true excitement about our products and services.  
More than Apple & Tesla



# Industry and Competitors

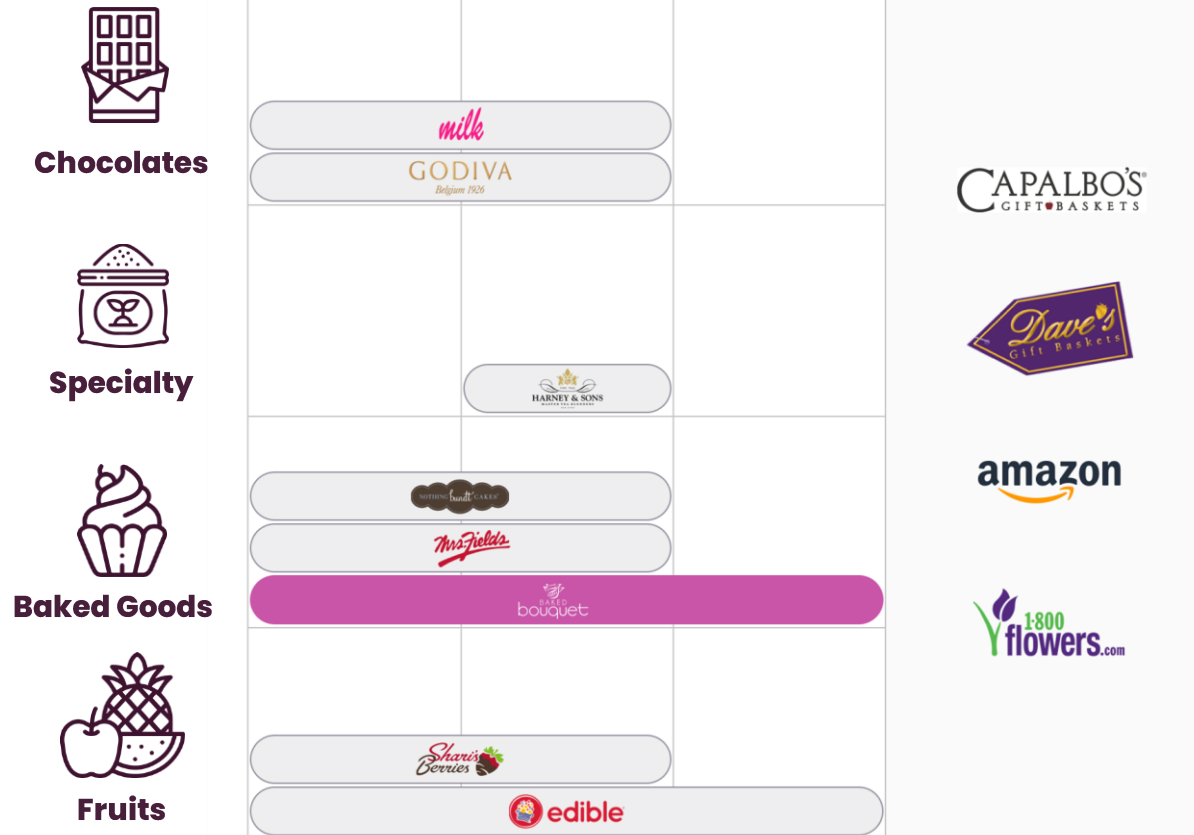


- Baked Bouquet is disrupting the Bakery, Gift and Floral Industry!
- Edible Arrangements took 5% of the National Floral Industry!
- Sugarfina has a \$60 Million Valuation but we have better same store sales and margins





# Baked Bouquet can service **three** of customer needs!



- We are uniquely positioned to serve all different ticket prices.
- Most of our competitors cannot service the event industry.
- We initially started with the “gifts” category but our centerpieces and “Mashup Classes” are growing!
- **Each one of these categories can be a unique profitable revenue stream!**

## TREATS

\$10 - \$25 / ORDER

## GIFTS

\$75 - \$125 / ORDER

## CENTERPIECES

\$1K + / ORDER

## MARKETPLACE



# How it started?



**2013** Idea was born



**2013** The Guy who Never Baked A Thing in his Life



**2014** Open in 2014 \$8,000 a month I sales



**2016** Watch These Die Launches our Digital Marketing



## Check out the Story

[www.BakedBouquet.com/blog](http://www.BakedBouquet.com/blog)

# There are several key drivers to propel our next phase of growth



## NEW REVENUE CHANNELS

- Additional Store Locations
- Kiosks and Popups for Holiday Seasons
- More Classes



## PRODUCT INNOVATION

- New bouquet designs
- Additional products added to portfolio expanding ticket price range.



## DIGITAL & WEBSITE IMPROVEMENTS

- Invest in online footprint and UX
- Develop loyalty and engagement programs



## WEBSITE IMPROVEMENTS

- Enhance the consumer journey
- Basic online enhancements will greatly increase ticket price and online conversion rates.



## FRANCHISING

- Kick off franchising strategy





# It is the NETWORK

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With a network of stores  
we can operate the way  
national floral networks do.  
Each new Flakery will feed  
business to other Flakeries.

You live in  
Miami but  
your daughter  
goes to school  
in LA

Your wife is  
traveling on her  
birthday to  
Philadelphia.





# High Margins

↑ **15%**

Cost of  
Good Sold

↑ **25%**

Labor  
Costs

↑ **90\$**

Average  
Ticket  
Price over

↑ **70%**

After our Break-  
Even Point, 70% of  
each additional  
order is profit.



## From 2015 to 2018 we had one location in Verona NJ

<b>2015</b>	<b>VERONA SALES</b>	\$150,000	<b>TOTAL</b>
			\$150,000

<b>2016</b>	<b>VERONA SALES</b>	\$333,000	<b>TOTAL</b>
			\$333,000

<b>2017</b>	<b>VERONA SALES</b>	\$626,000	<b>TOTAL</b>
			\$626,000

<b>2018</b>	<b>VERONA SALES</b>	\$665,000	<b>TOTAL</b>
			\$665,000

## 2019 we opened our Edison Location and Shipping Operation

<b>2019</b>	<b>VERONA SALES</b>	\$600,000	<b>TOTAL</b>
	<b>EDISON SALES</b>	\$237,000	\$837,000
	<b>SHIPPING</b>		

<b>2020</b>	<b>VERONA SALES</b>	\$896,000	<b>TOTAL</b>
	<b>EDISON SALES</b>	\$701,000	\$1,780,000
	<b>SHIPPING</b>	\$183,000	

<b>2021</b>	<b>VERONA SALES</b>	\$714,000	<b>TOTAL</b>
	<b>EDISON SALES</b>	\$604,000	\$1,503,000
	<b>SHIPPING</b>	\$185,000	





# About the Founder

## Operations and Industry Experience

Wissam Elgamal has been an Edible Arrangements franchisee for eleven years. As one of the first franchisees in a new market he has witnessed the learning curve of developing a freshly hand made and hand delivered product grow. Since opening his own stores he has been hired by other franchisees to assist in operations and store development. He has also been hired as contractor to construct new stores and prepare them for operations.

01

## Ecommerce

He has worked in software development, has had his own consulting practice from 1998–2001 and holds a computer science degree. He has worked in software development, has had his own consulting practice from 1998–2001 and holds a computer science degree.

02

## Franchising

As a member of the IFA (International Franchise Association) he has the expertise and network to begin the franchise process.

03

## Business Experience

He has owned 4 successful business since 2001 including a franchise, business consulting practice, supermarkets and wholesale club distributions with Mission Foods and an international commercial fitness distributorship.

04