

November 5, 2018

Mr. Chris Varughese
Bank of Dallas
1987 Buckner Terrace
Dallas, TX 79902

Dear Mr. Varughese:

I'm writing to you regarding my business, The Mad Baking Company. This bake shop will focus on creative cakes while providing a learning environment for those who wish to improve their baking skills. As for products, we will specialize in custom cakes for events while providing smaller delicacies for daily purchase such as cupcakes, cake balls, etc. We will also offer group classes for anyone who wants to improve their baking skills, as well as courses to teach cake decorating with the fun twist of alcohol for a fun night out.

Being located at The Plaza at Preston Center (6121 Luther Ln.) will provide immense foot traffic while being easily accessible to people from the Dallas area. There is plenty of parking available throughout the Plaza, and our hours of operation will be able to cater to customers who work well beyond late afternoon. We aren't worried about competition from other companies in the area because we believe ourselves to be unique in services and products while maintaining a competitive price.

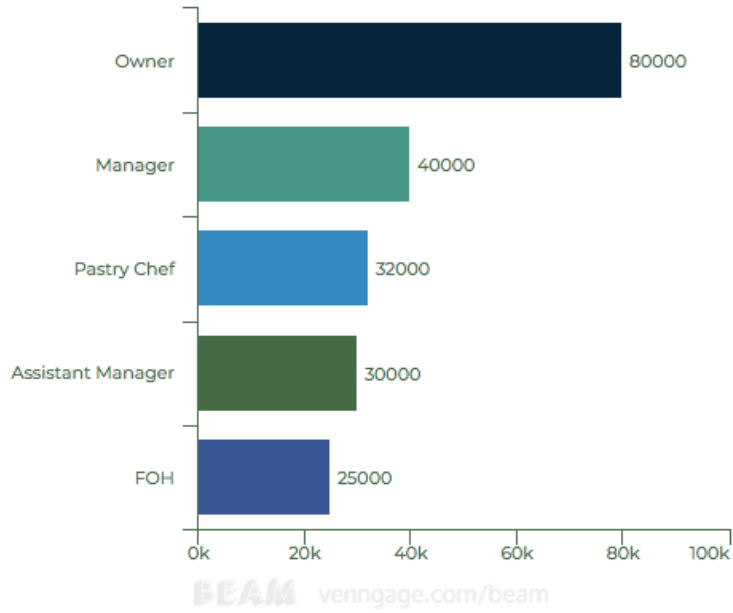
We understand that the food industry is highly competitive and that to thrive, we need to be unique while having specialists to direct us towards success. Our team consists of master pastry chefs, experienced managers, an experienced social media team, and an open and friendly front of house staff to make sure each customer's needs are met. We will thrive to make each customer's experience a memorable one, as well as giving them opportunities to have their own creations displayed in store via our monthly baking competitions.

Thank you very much for considering my business proposal. I look forward to hearing from you.

Sincerely,

Ashley Noel

Salaries by Position for The Mad Baking Co.



Profits

