

PASTICCERIA CASASCHI srl

short business analysis

The place of our business is Pavia, a city of 70,000, located 25km south of Milan.

Our activity is the pastry/coffee format: all of our 3 flagship store follow this formula, they are served by a single laboratory.

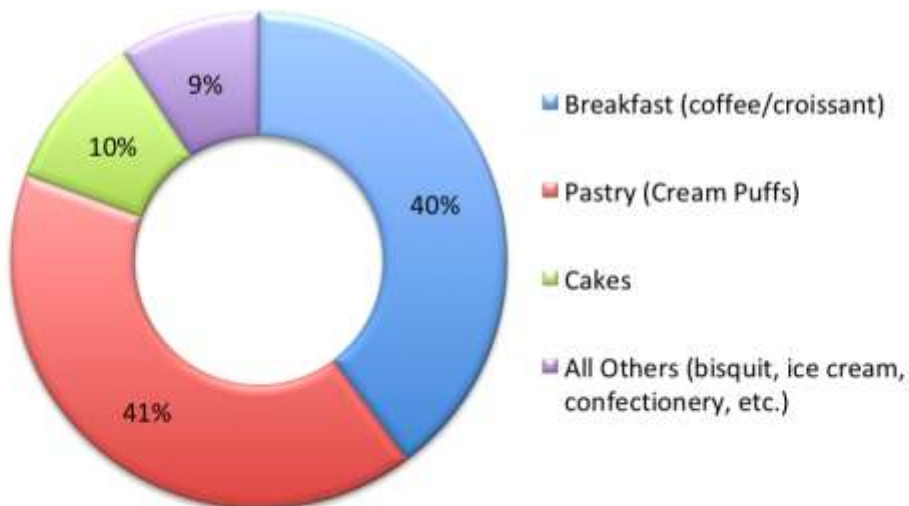
Our customers come to us for every day breakfast, fresh pastries, cakes for Sunday lunch, birthdays and weddings.

All of our products are strictly handmade.

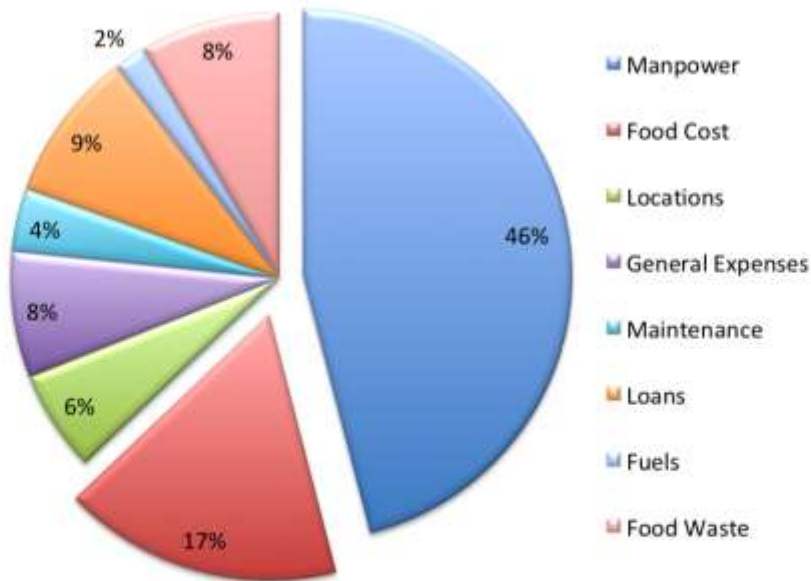


Our top selling products are:

- Cream Puffs: 160.000 pieces sold a year
- Croissants (breakfast): 120.000 pieces sold a year



Our product range has an average **commercial margin between 70% and 75%.**



A careful organization of operations, purchases and production has led us to have a **food cost of 17%, with a waste of about 10%.**

The voice that most affects the budget is clearly the **workforce**: careful planning of the shifts and tasks has however allowed to **reduce the overtime almost to zero (in the last year only 10 hours of extraordinary divided among 16 employees were paid).**

Consider that in the staff budget the remunerations of the directors/owners are also included (around 13% of the total): this would bring the percentage of labor **incidence to around 33% for real.**

Clearly the percentages of labor and food cost incidence can still be broken down if the processes would be industrialized.

From the analysis of our customers (about 400,000 visits a year), it emerges that:

