

It's Nice to be Kneaded

Great Harvest Bread Co.

Team 4:

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Abby Hanlon, Alex Peasley

November 10, 2009

Client Information



- Company Name:
 - Great Harvest Bread Co.
 - <http://www.greatharvest.com/>
- Client's Name:
 - Teri and Steve Neumann
- Client's Title:
 - Franchise Owner
- Client's Core Business:
 - Bakes and sells breads, sweets, and other baked goods

Client Information

- High Touch, Low-Tech:
 - Premier Customer Service
 - No computer on site (Flour everywhere)
- Team:
 - Husband/Wife Team with staff (bakers, millers, etc.) hand-picked for positive attitude
- INSERT PHOTO OF TERI'S HUSBAND HERE

Client Information



THANKSGIVING WEEK

Special Schedule

Open mon., tues.,
wed., prior to
Thanksgiving
7:30 till 6:00

Closed thurs. the 26th
thru mon., Nov. 30th

Special Menu

*Honey Whole Wheat
*Harvest White
*Potato Cheddar Chive
*Oregon Herb
*Dakota
*Cranberry Orange
Apple Crunch
Pumpkin Spice Bread
Cinnamon Swirl (wed. only)
Pumpkin Pies (wed. only)
*dinner rolls or bread
Order deadline Nov. 23rd

NOVEMBER BREADS

TUESDAY

Honey Whole Wheat
Harvest White
Banana Bread
Blueberry Cinnamon Swirl
Dakota
Swiss & Mushroom
High Five Fiber

WEDNESDAY

Honey Whole Wheat
Harvest White
Almond Poppyseed
Apple Crunch
Whole Grain Goodness
Jalapeno Cheddar Garlic
Goldrush Trail

THURSDAY

Honey Whole Wheat
Harvest White
Pumpkin Swirl
Coconut Dream
Thurs. Cont Above

THURS. CONT.

Three Cheese
Nine Grain

FRIDAY

Honey Whole Wheat
Harvest White
Pumpkin Spice
Apple Crunch
North Country Crunch
Cheddar Garlic

*Rye of the Day

Raisin Cinnamon Chip

SATURDAY

Honey Whole Wheat
Harvest White
Blueberry Lemon
Cinnamon Swirl
Dakota
Popeye Parmesan
Potato Dill

SWEET SPOT

TUESDAY - Oatmeal CC & Raisin Cookies, Cinnamon Chip & Mixed Berry Scones, Variety Muffins

WEDNESDAY - Oat CC & Chocolate Mint Cookies, Mixed Berry & Butterscotch Pecan Scones, Cinnamon Twists, Muffins

THURSDAY - Oat CC & White Choc Cranberry Cookies, Mixed Berry & Peanut Butter CC Scones, Apple Crunch Rolls, Twists, Muffins

FRIDAY - Oat CC & Ginger Cookies, Cinn Chip, Mixed Berry & Chocolate Topped Scones, Cinnamon Twists, Apple Crunch Rolls, Savannah Bar's, Pecan Pie Bar's, Variety Muffins

SATURDAY - Choc Turtle & Oat CC Cookies, Mixed Berry, Cinnamon Chip, & Fruit & Cream Cheese Scones, Cinnamon Twists, Apple Crunch Rolls, Savannah Bar's, Variety Muffins

Store Hours: Tuesday -Friday 7:30am -6:00pm Saturday 7:30am -5 pm

FRESH >>> GREAT HARVEST ROLLS

Thanksgiving is our favorite holiday because it's all about great food, including that staple of life, BREAD. In November all of our breads are extra special. We make rolls as full bodied and wholesome as our bread. But the demand for our rolls is high for Thanksgiving, so be sure to make a special order. All orders must be received by November 23rd for November 25th pickup. These rolls are worthy of your dinner table, and double as great bread for left over turkey sandwiches. (Warm rolls in 350 oven in foil on baking sheets for 10-12 minutes.)



ORDER BY NOVEMBER 23rd

GREAT HARVEST STUFFING RECIPE

1 1/2 c. chopped onion	1 tsp. Rubbed sage
1 1/2 c. diced celery	1 tsp. salt
1/2 c. butter or margarine	Dash ground black pepper
1 tsp. Poultry seasoning	1/2 c. chicken or veg. Broth
	8 c. dried bread cubes

- Note: to make dried bread cubes, cut 10 to 12 slices of Harvest White or Honey Wheat (or combination) into cubes and store in a brown paper bag for 3-4 days (or you can dry them in the oven for 3 hours at 200°).
- Cook and stir onion and celery in butter in medium skillet until tender. Stir in seasonings. Add onion mixture and broth to bread cubes in large bowl. Toss to coat. Place in greased baking dish. Bake at 325° for 90 minutes. Stuffing can also be placed inside turkey cavity and baked as normal.



GIFT CERTIFICATES

Keep holiday giving simple with a gift certificate from Great Harvest...

Available now!

NOW SERVING... SOUP & A SLICE

11am till 2:00

(No soup Thanksgiving week)

PUMPKIN PIE

Creamy deep dish Pumpkin Pies will be available by special order for your Thanksgiving feast. Order by November 23rd for Wednesday pick up!

Target Audience

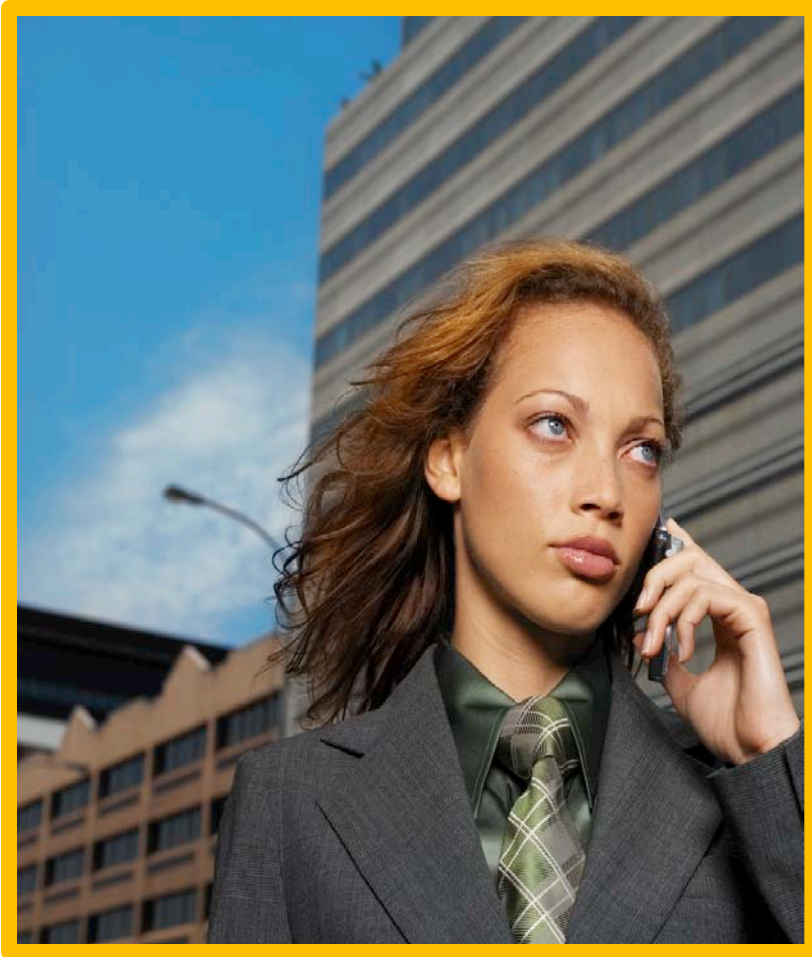


Target Audience

- Gender:
 - Female
- Age:
 - 30s, 40s, 50s, 60s and up
- Education:
 - High School, College Degree and above
- Reading Level:
 - 10th-12th grade



Target Audience



- Technical Aptitude:
 - Computer savvy
 - Web savvy
 - Cell phone; many have smart phones
 - Multi-tasker on the go
 - Convenience is important
 - Never enough time
 - OR not... if retired grandmom

Target Audience



- Marital Status:
 - Moms married with children
 - Grandmoms with grandchildren
 - Single or Married working professionals
- Income: \$50K +
 - Has disposable income
 - Breads, etc. on the pricier side

Target Audience

- Personality and Interests:
 - Life revolves around family/friends
 - Social (has get-togethers and dinner parties)
 - Healthy lifestyle (gym, yoga, etc.)



Target Audience

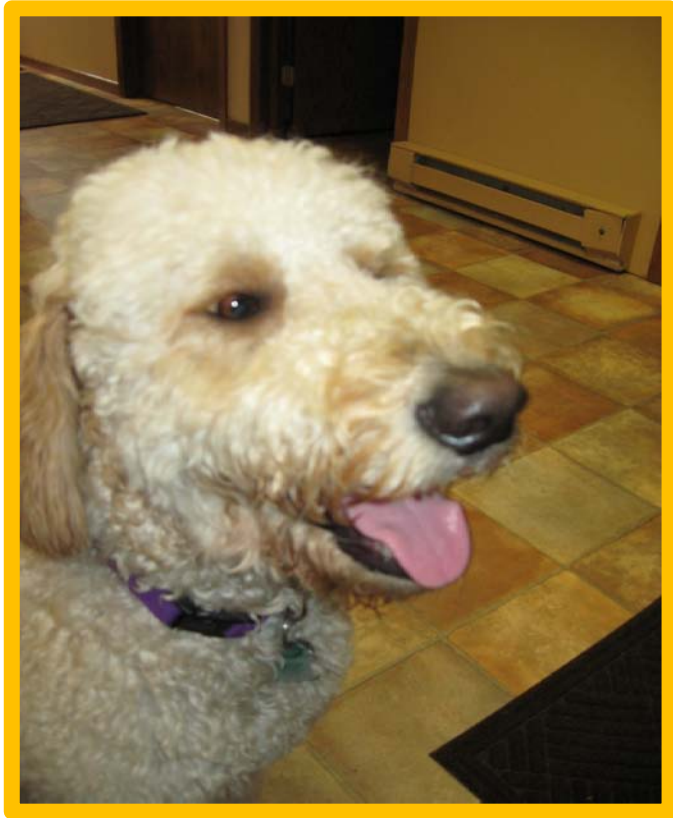
- A Neighborhood Place
 - The “Cheers” of Bakeries in Eau Claire
 - Typically lives on South Side
 - Zip Code: 54701, possibly 54703, not 54702



Target Audience



Target Audience



Site Goals

Customers

- Browse and see each month's/day's breads, sweets, etc.; also weekly soup
- Reserve bread, cookies, and other baked goods online for pay and pick up in person

Reserve breads online



Site Goals

Simple for Low-Tech



Owners

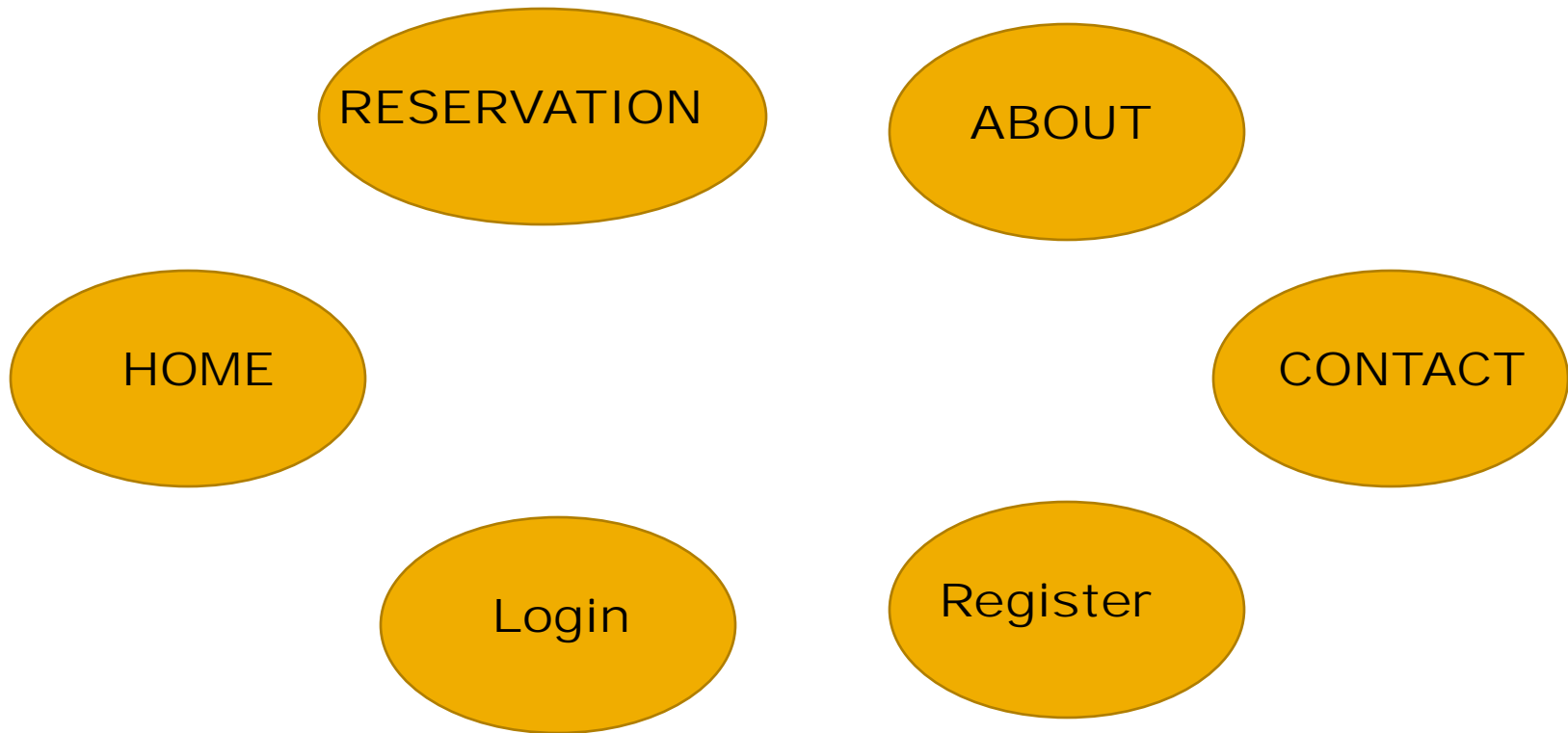
- Create website for their customers to see what breads are available when, cookies, and other baked goods online
- Enable owners to have an administration page to edit portions of website

Site Requirements

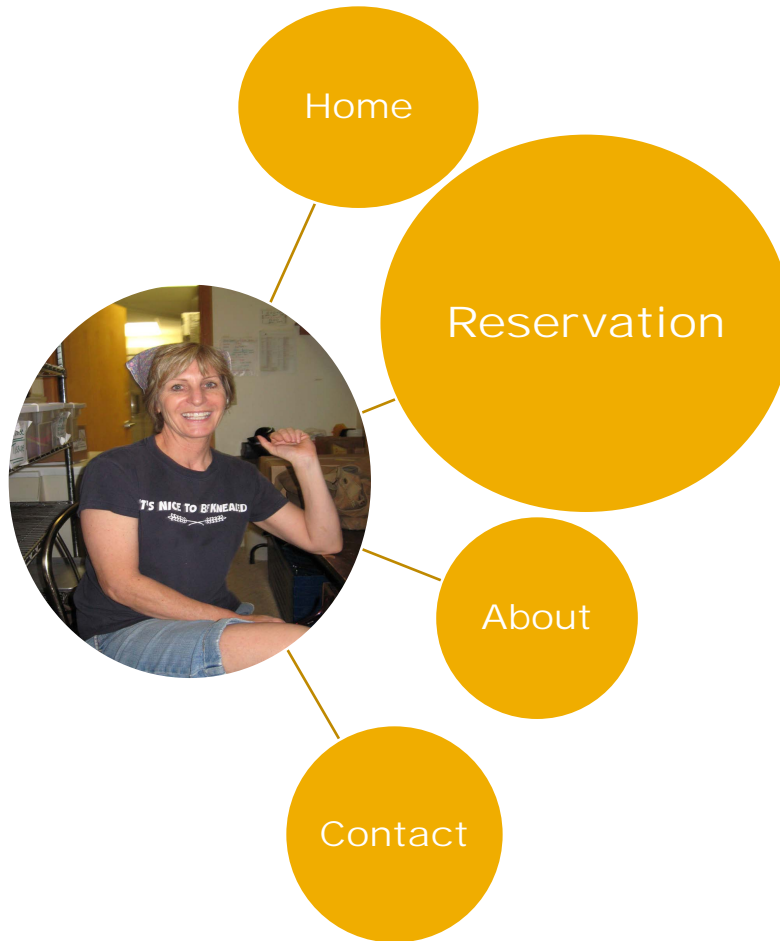
- Build a website for Great Harvest Bread Company
 - Site allows administration access
 - Site allows users to reserve bread in advance



Proposed Site Structure: CUSTOMER (User)



Proposed Site Structure: OWNER (Admin)



Template

- Branding
 - Store Logo
 - Top-level Heading
 - Slogan
- Navigation Links
 - Home
 - Order
 - About
 - Contact
- Text or Image Option
- Sidebar
- Footer
 - Copyright date, Name, Address, Phone



Web Page: Home Page



- Home Page:
 - Store Logo
 - Monthly Specials
 - Breads Of the Month by Day
 - Sweet Spot...Cookies, Scones by Day
 - Soup and Slice
 - Kids Corner

Web Page: Order Page

- Order Page:
- Allow customers to choose baked goods, breads, sweets to order in advance (SELECT query)
 - Will use drop-down menu boxes
 - Click day they will pay and pick in store



Web Page: About Page

- Insert photo of owners and team bakers, etc
- About Page:
 - Company History
 - Franchise Owners' Story
 - Team Member Features

Web Page: Contact Page

- Contact Page:
 - Company Contact Info
 - Name
 - Address
 - Phone
 - No Email
 - Directions Page
 - Embed a Google Map



Web Page: Administration

- Insert photo of owners
- Administration Page:
 - Keep it simple
 - Owners Log-In
 - High Touch, Low Tech
 - UPDATE Query (update the menu of breads and baked goods)
 - INSERT Query (allow owner to add items/delete menu items, and edit the items)
 - FORMS to enable owners to update text on pages as well as bread information for each month

Table: Customers

- C_ID
- LastName
- FirstName
- Address
- State
- Phone
- Email

DISPLAY:

- Admin Page
- Reservation Page



Table: Reservations



- Reservation_ID
- Reservation_Date
- Pickup_Date

DISPLAY:

- Admin
- Reservation

Table: Products

- ID
- Name
- Price

DISPLAY:

- Reservation
- Admin
- Home



Table: Product Types



- ID
- Name
- DISPLAY:
 - Reservation

Questions?

