

**1. For non-residential projects**

- Company name : BB&B stands for Bonjour Bed & Breakfast
- Type of business : Bed & Breakfast
- Use : Bed & Breakfast
- Hours of operation : 24/7
- Check-in time is 3 PM, Check-out is 11 AM . No minimum night stay or overnight requirements.
- Company owned vehicles : None
- Number of employees : 2 (Wife & Husband)
- Rooms capacity: only one room will be dedicated to guests.
- Type of materials handled : None. Meals provided through meal vouchers or offsite cooking (cloud kitchen)
- History of the business : Family-owned creperie in Cavaillon, France, since 1965 then catering services for family and friends in OC since 2020.
- No Live music.
- Owner, wife & 2 children will reside full time at the property.

**2. Our property characteristics**

Craftsman single family home that was built in 1915 (historical/Mills Act), one level, backyard, front yard, porch, 1 tree in the front yard and couple of trees in the backyard. (No proposed site plans for interior or exterior changes will be submitted to the city, only minimal improvements like removing the chain fence in the rear)

**3. Surrounding properties are all commercial uses.**

Our house is located on Chapman Avenue, on the right side there is a Mexican coffee shop, on the left side there is an administrative office and a Mexican restaurant. In the back there is an empty alley for all the businesses. Most of the surrounding properties are approximately 9 to 12 feet in height commercial joints.

**4. Unique conditions**

Location: Close to the train station and bus station (ideal for local and tourists), close to the Circle, within the Historic downtown. Big open-air backyard for guests to enjoy their breakfast.

**5. Phasing**

No future expansion planned, or any site plans alterations will be requested.

**6. For Alcohol beverages**

We are not serving alcohol.

## Executive summary

Bonjour Bed & Breakfast will be serving breakfasts through cloud kitchen or locally sourced meals (vouchers) for some authentic French breakfast pastries like Croissants, Tarte aux Pommes, petits fours and bread, tartines a la confiture, crepes sucrees et salees and baguettes for the stay-in guests (No cooking at the house). introducing guests to the history of Orange through city tours, books and documentaries. We wish to create a unique experience that offers delicious and memorable stays. My wife grew up in the South of France (La Provence) where authentic French cuisine has shined; she has been in the hosting and pastries business for over 15 years. Our B&B will be targeting those in the age bracket of 21 to 80. Previously, we have been doing home deliveries and catering for family and friends through cloud kitchens; we have got positive reviews from them due to the quality of our food and service.

## Company description

Bonjour Bed & Breakfast's mission is to provide our guests with a comfortable, quality, and satisfying stay-in experience. The pastries will sourced locally or cooked in a cloud kitchen using locally made and seasonal ingredients. My wife is a previous chef and currently a history teacher and finds a pleasure in being a food tourism advocate and food guide enthusiast. Our primary goal is to provide a unique experience for people visiting the Old Downtown of Orange and fully introduce them to the History of the city which will be beneficial to the community, having a quality B&B with a theme that does not exist currently in the city of Orange.

We are dedicated to serving the City of Orange's community, locals and visitors who will be coming from other regions. The business structure consists of the husband and the wife, the husband will be in charge of all the administrative tasks (finances, calendar management, website

management, marketing...) while the wife will be the French local food expert leading the city tours and home stay comfort arrangements for guests. Our objectives for the next two years are:

- I. Honor our guests and consistently exceed their expectations to solidify a glowing reputation for our business.
- II. Be a unique B&B with authentic pastries that will leave our customers with great memories.
- III. Reach a 70% occupancy rate within the first year and 80% within the second year.

### **Marketing and sales research**

BB&B's prospective customers will be customers between 21 and 80 of age, either they are tourists, students and their families or even locals, we have something for everyone. One of the reasons for choosing a Historical Craftsman house and spending so much money to restore it is to introduce and cherish the deep History of the Old Town of Orange. The host (husband) grew up in Orange and is fully aware of the rich History of the town, hence he will easily spread the word and guide visitors to the best spots and joints around to enjoy that great city.

We intend to advertise our business through different channels. We plan on having our own website, besides utilizing third parties' platforms, social media and word-of-mouth.

### **Competitive analysis**

In terms of competitive landscape, There's no B&B that has city tours led by a local food expert and a history advocate which will introduce the city to more unique type of business in Old Town Orange.

Furthermore, according to Orange Coast magazine, tourists visiting Orange County in 2023 preferred meals presented through local food tourism guide which gives us an edge.

## SWOT Analysis

The following table shows the SWOT analysis of the business.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● A strong network of customers from our previous catering business.</li> <li>● The wife has explicit know-how of the baking industry.</li> <li>● We have initiated SMART business objectives and goals.</li> <li>● Close to all vivid spots including the Train station, bus station and downtown (Location +++).</li> <li>● Multiple parking spaces.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Economy of scale</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● A growing number of customers who desire a charming place to discover</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Seasonality</li> <li>● Competing with corporate businesses.</li> </ul>

<p>the old town, while having a unique experience offered by their host.</p> <ul style="list-style-type: none"> <li>● Most of the B&amp;Bs, cafes and bakeries around the California region are cuisine-based. They do not offer city tour and a culinary guide.</li> </ul>	<ul style="list-style-type: none"> <li>● Financing. Unforeseen expenditures.</li> </ul>
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### Service and Product description

At BB&B, the guests will enjoy a stay in a Historical house (The Heins' home has been always a trademark in the Confectionary and Pastries business), in the heart of the old town, at a walking distance to the Train station and to all the many cafes, bars, restaurants and boutiques that the city has to offer. Their stay will include recommendations of sites to visit, and locally sourced French pastries for every morning spent at the house. Guests will enjoy a variety of city tours with a local food advisor to boost the local businesses. The food vouchers will consist of hot beverages such as coffee, tea and hot chocolate, besides juices and pastries or brunches. In the future, we will acclimate according to the demand & VOC (Voice Of Customer), we will have different local sourced options for viennoiseries such as croissants, pains au chocolat, chaussons aux pommes, and also baguettes to make tartines aux beurre et a la confiture.

BB&B will have a competitive advantage due to product authenticity, giving our brand unique access to the surrounding residents who are most likely eager to enjoy that new delicious stay. Our primary marketing channel will be social media

## LETTER OF EXPLAINATION

platforms, our website, third-parties' platforms, word of mouth and referrals. All of our ingredients are organic and fresh (sourced from local markets and some are imported from France like flour).

### **Financial plan**

Our 1 year financial plan below sums up our regular future expenses that are utilized in our operations. Our initial ops budget is \$50,000, which will cater to our regular expenses. Our fiscal year for 2026 is below.

	Jan - 202 6	Feb- 2026	March- 2026	Apr- 2026	May- 2026	June- 2026	Juy- 2026	Aug- 2026	Sep- 2026	Oct- 2026	Nov- 2026	Dec- 2026
Kitchen supplies	400 0	4000	4000	4000	4000	4000	4000	4000	4500	4500	4500	4500
Utilities	310 0	3100	3100	3100	3100	3100	3100	3100	3200	3300	3300	3300
Cleaning	150 0	1500	1500	1500	1500	1500	1500	1500	1600	1600	1600	1600
Deliveries	150 0	1500	1500	1500	1500	1500	1500	1500	1600	1600	1600	1600
Waste/Ove r Head	170 0	1700	1700	1700	1700	1700	1700	1800	1800	1800	1800	1800

## LETTER OF EXPLAINATION

Morgage	300	3000	3000	3000	3000	3000	3000	3200	3200	3200	3200	3200
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City fees	500	500	500	500	500	500	500	600	600	600	600	600

Based on the estimates above, the business will break even for the first 12 months due to the old associated start-up costs like furniture, equipment, fees, materials and renovations. Cash flow will be around \$1000 a month in the second year after all expenses and associated costs. (Salaries aren't included)

### **Organization and management plan**

BB&B is a family sole proprietor business (wife, husband and son) who will reside on the premises at all times. The business structure consists of the husband and the wife, the husband will be in charge of all the administrative tasks (finances, calendar management, website management, marketing...) while the wife will be the food concierge and the history guide for city tours. We will ensure that the management set up meets the expectation of our customers and achieve the highest service level possible.