



# BINDOON & CAFE BAKEHAUS

*Ultimate Food with Attitude*

## STRATEGIC DIRECTION JANUARY 2014 – DECEMBER 2016

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### 1. Vision Statement

Our Vision is to be highly reputable bakery across the whole of Australia; renown for our consistently fresh and high quality products, first class service, professional operations, staff satisfaction and support of economic growth in the Chittering region.

### 2. Mission Statement

To provide a diverse range of quality bakery and cafe products in a friendly, professional and stylish environment by using many locally and Australian sourced ingredients in classically scratch baked products, delivering first rate customer service and sustaining an attractive facility for a memorable experience.

### 3. Values

<i>Quality</i>	Through a commitment to a positive culture and achieving excellence, we pride ourselves in professionalism and quality food and services.
<i>Efficiency</i>	As a team, we strive for effectiveness, collaboration, capacity building and continuous improvement.
<i>Ethics</i>	Personal and professional integrity is paramount in all that we do and is demonstrated in our respect, confidentiality, trust and equitable approach with the public and each other.
<i>Approachable</i>	Friendly, courteous and patience, we are willing to help and promote good communications.
<i>Growth</i>	We foster innovative leadership and creative initiatives that build our staff, community and region.
<i>Accountability</i>	We apply responsible conduct and sound decision making in our actions within the business and community.

## 4. Key (Business) Drivers, Strategies, Broad Actions and Expected Outcomes

### Key Driver: **Customer Service**

Strategy 1: **To deliver a consistently high standard of well-coordinated customer service and events.**

Broad Actions	Expected Outcomes
1.1 Delivering a consistently high standard of service by committing to assessment and continuous improvement	<i>Efficient and effective customer service model ensuring consistent first class quality service</i>
1.2 Planning and managing well-coordinated and received community and private events	<i>Diverse range of regular activities and events are well-attended and sought after</i>

### Key Driver: **Products and Services**

Strategy 2: **To provide an extensive range of attractive and sought after quality products and services that respond to customers' needs.**

Broad Actions	Expected Outcomes
2.1 Ensuring products continually meet BB&C quality standard requirements and accommodate customer preferences/ needs	<i>Quality products are consistently a high standard, flavoursome and extensive to meet the customers varied needs</i>
2.2 Offering a quality range of sought after and attractive merchandise and boutique products	<i>Boutique items and merchandise are desirable to customers and in demand</i>

### Key Driver: **Marketing**

Strategy 3: **To grow and create greater awareness of the Bindoon Bakehaus & Café profile and experience.**

Broad Actions	Expected Outcomes
3.1 Actively promoting and marketing the BB&C strategically to create greater awareness and recognition of products, services and business	<i>Well renown, supported and respected Australia-wide as a leader in the baking and cafe industries</i>
3.2 Developing and maintaining the BB&C website with up to date information and to create greater awareness	<i>Website is readily accessed and is up-to-date with valued and relevant information</i>
3.3 Identifying and directly targeting specific business opportunities	<i>Business and income opportunities are growing though targeted initiatives</i>
3.4 Growing BB&C tourism interest and support	<i>Well-recognised and supported tourism location/site</i>
3.5 Ensuring a high standard in all areas is supported by a positive and favoured experience	<i>The Bakehaus has a significant competitive advantage in the region and industry</i>

**Key Driver: Management & Operations**

**Strategy 4: To actively seek and apply outstanding human resource, operational, planning and stakeholder practices.**

Broad Actions	Expected Outcomes
4.1 Fostering a successful and effective management team through collaborative goals, open communications, capacity building and recognition	<i>Management are highly competent, valued, dedicated and effective as individuals and as a team</i>
4.2 Attracting and retaining valued staff by promoting a positive work culture and fostering positive communications, staff engagement and development opportunities.	<i>Staff are motivated, enthusiastic, informed and supported in a positive work environment which encourages individual and team growth</i>
4.3 Maintaining a high standard of compliancy operations and organisational management by reviewing and implementing continuous improvement	<i>Policy and Procedures, planning documents and regulations/compliances are current, made aware of and regularly reviewed for purposes of continuous improvement</i>
4.4 Developing positive communications and good relationships/partnerships with stakeholders	<i>Stakeholder relations are positive and productive with outcomes satisfying both parties</i>
4.5 Working with various stakeholders to plan towards and support economic growth resulting in no negative impacts from the Bypass.	<i>The proposed Bypass will have no negative impacts on the Bakehaus and Bindoon retail businesses including economics and staffing</i>
4.6 Analysing new initiatives for feasibility and worth before planning to implement, if applicable	<i>New opportunities are explored for feasibility and possible expansion of business</i>

**Key Driver: Finances**

**Strategy 5: To implement high standards of financial management that respond to attractive pricing and viability.**

Broad Actions	Expected Outcomes
5.1 Maintaining a high standard of financial management and practices that adapt positively to the changing economic environment	<i>High standard of financial management and accountability in place to retain economic growth</i>
5.2 Reviewing and implementing a pricing structure that are attractive to the consumer and viable to the operational budget	<i>Pricing is both competitive and reasonable whilst taking into account overheads and rising costs</i>

**Key Driver: Infrastructure**

**Strategy 6: To provide a premier facility and surrounds that are functional, modern and accommodating.**

Broad Actions	Expected Outcomes
6.1 Maintaining a top quality and appealing facility through regular servicing, checks and upkeep	<i>The facility, fit-out and equipment is in top condition, attractive, stylish and appropriate to need</i>
6.2 Seeking and supporting improvements to Binda Place and car parking infrastructure	<i>Car park is adequate for demand</i>