

Proposal

Bakery at Sonoma Adventist College

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Mission: To establish a bakery to cater to the College needs and generate income for the College

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Background

Sonoma Adventist College is a tertiary institute that offers diplomas, advanced diplomas and a degree in the areas of Building & Construction, Agriculture, Theology, Business, and Education. It is located around 20kms from the closest town of Kokopo. PNG is a developing country and the poverty levels are quite high. It is a local Union Institution but does not receive any appropriation and relies on the tuition fees for its operation. The tuition fees are set to suit the economic situation of the general population. Covid19 has caused the inability to collect fees during 2020.

The current enrolment is 653 students of which over 480 are boarders. As a developing country with a high rate of illiteracy, the students often sponsored by family and provinces for their tuition fees. Sonoma has great potential but currently relies on tuition fees for the operational funds as it does not have the Infrastructure to generate income. This proposal aims to initiate a project to help generate income to enable Sonoma to provide services to the College community and the village around. It is in a strategic location that can provide much needed services to the community in and around Sonoma.

The current cafeteria is run down and has become too small for the current students. A proposal is being prepared to raise funds for a new cafeteria building. The current facility has a room that was created as an extension that has been allocated for the bakery. The College does not have the skills in-house or the capacity to produce enough bread or baking goods to meet the needs of the College students and staff.

Executive Summary

A functioning and income generating bakery that can service the needs of the cafeteria and generate income through the sale of bread and baking products to the staff and the community around. This bakery will be set up with the assistance of an external supplier who will be responsible for the equipment as well as the training of staff.

Challenges and solutions

Currently buns are made once a week in a wood fired oven in a shed outside the cafeteria. There is inadequate equipment to produce bread, or to keep food warm once cooked. This results in an inability to provide bread being to the students more than once a week. There is no ability to keep the food warm either resulting in cold food being served to students especially on Saturdays when the wood fire stove is not lit. With the nearest town nearly 40 minutes away by road, the staff and students do not have access to fresh bread or other baking products. The College also does not have the expertise or skills to operate a bakery.

As a way of providing adequate bread to the cafeteria and the staff, it is proposed that a bakery be set up on the existing premise. An area outside the bakery will have covering with tables and chairs for sitting and enjoying a snack and socializing. This structure will need to be erected.

This bakery will be run by a qualified manager who will oversee the functioning of it and supervise the baker. This manager will be a direct report of the Business Manager.

Methodology & Project Scope

A proposal from a PNG company has been received. This is an option as it comes with all the equipment, set up and initial training. Sonoma will advertise and recruit a qualified baker and a manager who can run the bakery as a business center that will bring in income to Sonoma.

Work with the building team, HR, Business manager for the set up and operation of this project. PM will manage the project.

The scope of this project is to prepare the business case and brief, set up the physical bakery, monitor the implementation and training by the supplier, recruit suitable staff, set up processes and procedures for the bakery operation, prepare job descriptions for the two employees, monitor progress of bakery for one month, trouble shoot issues, hand over to management for operations.

Regular reports will be provided to the Business Manager and the Admin committee.

Goals and KPI's of the project

- Proposal and planning of the project –July 2021
- Fundraise or request from donors – Aug/Sep 2022
- Create job descriptions for the two employees required and recruit personnel – Sep 2022
- Liaise with supplier for the setup of the site and training – Oct/Nov 2022
- Begin operations of the bakery – early 2023
- Monitor and trouble shoot – Feb 2023
- Cover costs of the project within a year of set up – Feb 2024
- Produce adequate supply of bread for cafeteria and staff – March 2023
- Generate an income sufficient to cover the cost of the staff and feed into the operational funds of at least kina 5000 per month.
- To provide the needs of the cafeteria and the staff and students of Sonoma.

Resource

A baker and a manager are required and the intention is to source these resources internally and if these are not available, then source them externally from Kokopo.

Internal resources required will be provided by the building team to assist with the installation.

Cost of the equipment and training for the project.

Budgets

Expenses	Amounts	Comments
Salary – baker	K20,000	Including NAS contribution
Salary – manager	K25,000	Including NAS contribution
Space preparation and external space	K50,000	Electrical work, plumbing, suitability for bakery, outdoor space for snacks and socializing
Equipment & Training	K134,500	Includes basic training
Total	K229,500	

Authorization

This project must be approved by the Sonoma Administrative Committee and the external company who has supplied the quote. Approval may also be required by the Sonoma Board.

The daily operations will be handled by the manager of the bakery who will report to the Business Manager.

Conclusion

This project will fill the current need to provide bread for the boarding students and the staff on campus. It will also generate income for Sonoma from the sales of the goods and thereby contribute towards the operational funds for Sonoma College and provide an opportunity to provide paid labour to students who often find it difficult to support themselves during their time at Sonoma.

Appendices

Appendix A – Budget and list of equipment

Appendix B – Layout plan