Sameh El Sadat

The Bakery Shop

“ I saw an opportunity to bring fresh-baked breads and pastries to an Egyptian market that doesn't yet have access to that luxury. ”

COUNTRY	Egypt
INDUSTRY	Consumer
EMPLOYEES	210
YEAR SELECTED	2011
PARTNERS	Basel Mashhour , Tarek El Nazer
WEBSITE	http://www.tbsfresh.com/the-tbs-story/

COMPANY SNAPSHOT

Tarek, Basel and Sameh had a fresh idea for a hot new business. The young trio of entrepreneurs are taking on one of the world’s largest informal bread markets, preaching “Fresh-baked products so fresh, they’re baked in front of you.” The business, Delicious Bakery, founded in 2008, is the first bakery to target Egypt’s upper class with fresh bread, croissants, pastries, and sandwiches – goods usually associated with vacations to Europe.

In a market dominated by informality, lack of product differentiation and low margins, their model stands out. TBS currently has 8 shops in operation, and two are schedule to open by the end of 2012. TBS offers fresh baked goods and employs a baking system that allows storefronts too small for a traditional commercial oven and kitchen to serve “freshly baked” bread. TBS locations serve a full range of products such as baguettes, whole wheat and other specialty loaves, croissants, danishes, tarts, doughnuts, cakes, and muffins. Delicious Bakery is building its business through three sales channels: retail stores branded as The Bakery Shop (TBS) serving a full range of products and drinks; “Delicious Bakery” corners in supermarket; and a B2B service including Subway and other restaurants. The entrepreneurs intend to move quickly and capture this growing market before competitors eat their lunch.