

BAM PROPOSAL · SAMPLE DOCUMENT

Business as Mission Proposal

A sample proposal prepared for Grace Hospitality Pvt. Ltd.
Paul & Amy Miller — Nepal

Prepared by TrueVoice Transformations

2023-24 Vision & Business Plan



GRACE
HOSPITALITY
PVT. LTD.

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About Us

Paul and Amy Miller have lived in Nepal since 2017, providing theological education to the Nepali church and its pastors and working to bring the Gospel to unreached people groups in the Himalayan mountains north of their city. They own and operate two small hotels and a bakery in the largest tourist city in Nepal that serves tourists, trekkers, locals, and ministry workers and provide “a taste of home away from home” for anyone who comes to their door. Together, they have three children: **Jackson, Alessandra, and Addison.**



Faith & Mission

It has been humbling to sense God calling us both and shaping us in Gospel ministry over many years. Churches, mission organizations, and ministries have a wide selection of candidates to carefully pray over when deciding the best and wisest use of their time, effort, and finances. Our trust, however, is that the providence and kindness of God will lead to where He can best use the skills and passions that He has given us for His glory.

DRIVING PASSION

It has been our growing passion for over nearly twenty years to see the name of Christ lifted high and worshipped where He is not yet. As Paul explains in Romans 15:20,

“And thus I make it my ambition to preach the gospel, not where Christ has already been named, lest I building on someone else’s foundation, but as it is written,

“Those who have never been told of Him will see, And those who have never heard will understand.”

This citation by Paul from Isaiah 52:10 is where our passion lies. Our hearts burn for the gospel of Christ to be proclaimed to unreached peoples and to see Christ proclaimed where He is not. We pray to see the nations find their joy in all that God is for us in Jesus, so that God may be most glorified in us by our satisfaction

in Him. Christ is proclaimed. Man finds their joy in Christ alone. God is glorified.

Coupled with this passion has been a heavy burden for several things; namely, a passion for the truth found in His Word, a passion for His supremacy over all, and the proclamation of His promises both in the grand mission of God and in the context of everyday life.

Over the years, God has been gracious to us in displaying several crucial aspects of Himself that have shaped our theology, our desire to participate in His mission, and ultimately, our lives. We believe they are in line with God’s ultimate purpose in creation and redemption and fall into the following three goals:

- To uphold and display His glory...
- For the enjoyment of His redeemed people...
- From every people, tribe, tongue, and nation.

We have broken this down in to four distinct, but interwoven, key elements of our hearts in ministry. They are as follows.

- God-Centeredness
- Gospel Saturated
- Mission Driven
- Disciple-Making

VISION & MISSION

Vision:

To see every church, pastor, and believer in Nepal established in the true Gospel of Jesus Christ; growing in their knowledge and love of Him in His life, death and resurrection; maturing in the Fruit of the Spirit; and joyfully proclaiming this truth to the unreached peoples of Nepal.

Mission:

To build a Church in Nepal that is saturated with the Gospel of Jesus Christ in the life, mind, and heart of its pastors and believers; a people of God who passionately know, preach, and apply the truths and implications of the Gospel in all of life and character; and to multiply churches, pastors, teachers, and evangelists to that end.

Ministry Distinctives

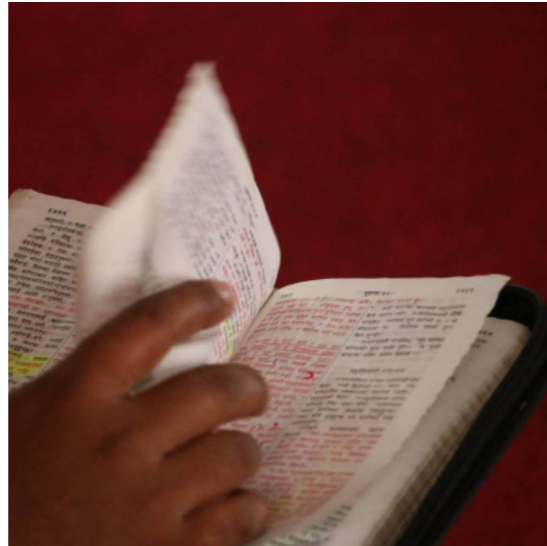


God-Centeredness

We believe that God, as ultimately revealed in His Word, is God-centered and is in perfect righteousness in His pursuit of His own glory. The Scriptures are full of references to this pursuit. His Word shows us that men and women were created for His glory (Isaiah 43:6); God rescued His people from Egypt for His glory (Psalm 106:7); God had mercy on Israel in the wilderness for His glory (Isaiah 48:9-11); Jesus came and died for His glory (Romans 15:8); Jesus is returning to get glory (2 Thessalonians 1:9).

In Psalm 96, God mandates a declaration of His glory to the nations so that the nations will give glory to God.

God's pursuit of His glory is rampantly displayed throughout the Scriptures and is the basis for which we can find our deepest joy and satisfaction in all of life.



Gospel-Saturated

Paul shows us that, as Christians, we are to bring Gospel truth to bear on every area of our lives. This is the manner in which the Gospel changes us. It is the power of God (Romans 1:16). It is the blessing of God (1 Corinthians 9:23). It is called the "very light" of the glory of God (2 Corinthians 4:4). And it delivers the very life of God (1 Corinthians 4:15).

Paul teaches us that we never go beyond the Gospel to a higher level of spirituality. He writes in Colossians 1:6,

"...Of this you have heard before in the word of truth, the gospel, which has come to you, as indeed in the whole world it is bearing fruit and growing – as it does among you, since the day you heard it and understood the grace of God in truth..."

The Gospel bears fruit and grows. It bears fruit in us and will continue to do so. It is not an entrance into the Christian life, rather the Gospel is the way we grow and are renewed (Galatians 3:1-3, Colossians 1:6).

As Tim Keller writes, "The key to continual and deeper spiritual renewal and revival is continual rediscovery of the Gospel."

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Being God-centered, Gospel-saturated, Mission-driven Disciple-makers form the catalyst, means, and end to who we are in Christ on this mission field. Our passion is to see God glorified in all things, to see Christ supreme over all things, to see Him worshiped to the ends of the earth by all creation, and to see His image multiplied, bringing the most glory to God by hearts finding the most satisfaction in Him alone.



Mission Driven

The theme of "mission" in the Scriptures is a thread that flows directly from Genesis to Revelation, weaving God's redemptive story together. From the hope-filled promise to Abraham in Genesis 12:3 to bless all of the families of the earth through him; to Jesus Christ, in whom God fully and finally revealed Himself and through whom God has achieved salvation for all nations, tribes, and tongues; to Revelation 7:9, where the culmination of all redemptive history is unveiled in a "great multitude that no one could number, from every nation, from all tribes and peoples and languages, standing before the throne and before the Lamb, clothed in white robes..."

The mission of the church flows from the uniqueness of the God of the Scriptures, who was ultimately revealed to us in the uniqueness of Christ. This is the source of our mission (for this is the one who sends us into the world in His name), and also the content of our mission (all that we say and do is to bear witness that Jesus Christ is the only Name under heaven by which we must be saved (Acts 4:12)). Mission was not made for the church, rather the church was made for God's mission.

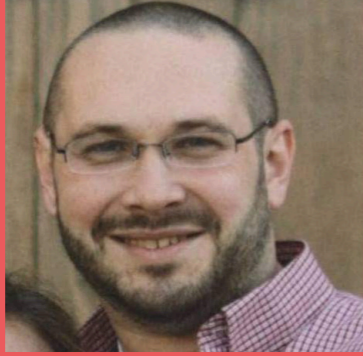
Missions exists because worship doesn't.



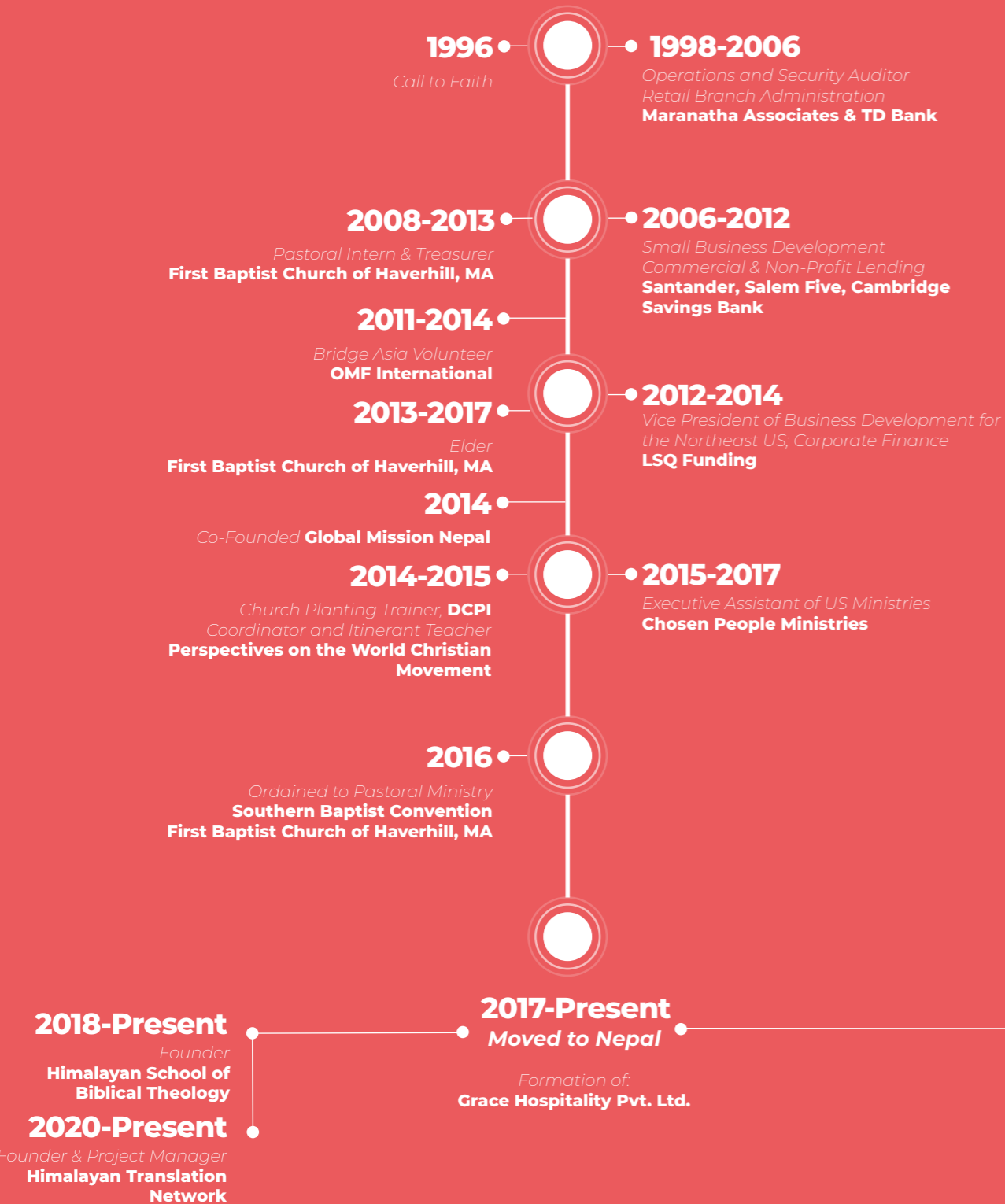
Disciple-Making

Matthew 28:19-20 tells us not only of the mission the church is commissioned to, but also the end to that mission: to cultivate Christ-like, Christ-exalting worshippers. If missions exists because worship doesn't, discipleship is the road we travel down as we move deeper into being increasingly satisfied for all that God is for us in Jesus. When we read the Great Commission, we should be reminded of Genesis 1:26 and God's call to "be fruitful and multiply". After the fall, Adam and Eve did begin to multiply but the image of those that were multiplying were not those that displayed the perfect and beautiful image of God. It was the image of fallen man and one that displayed a different father (John 8:44). Sin had tainted every image-bearer of God and the image displayed fell short of the glory of God.

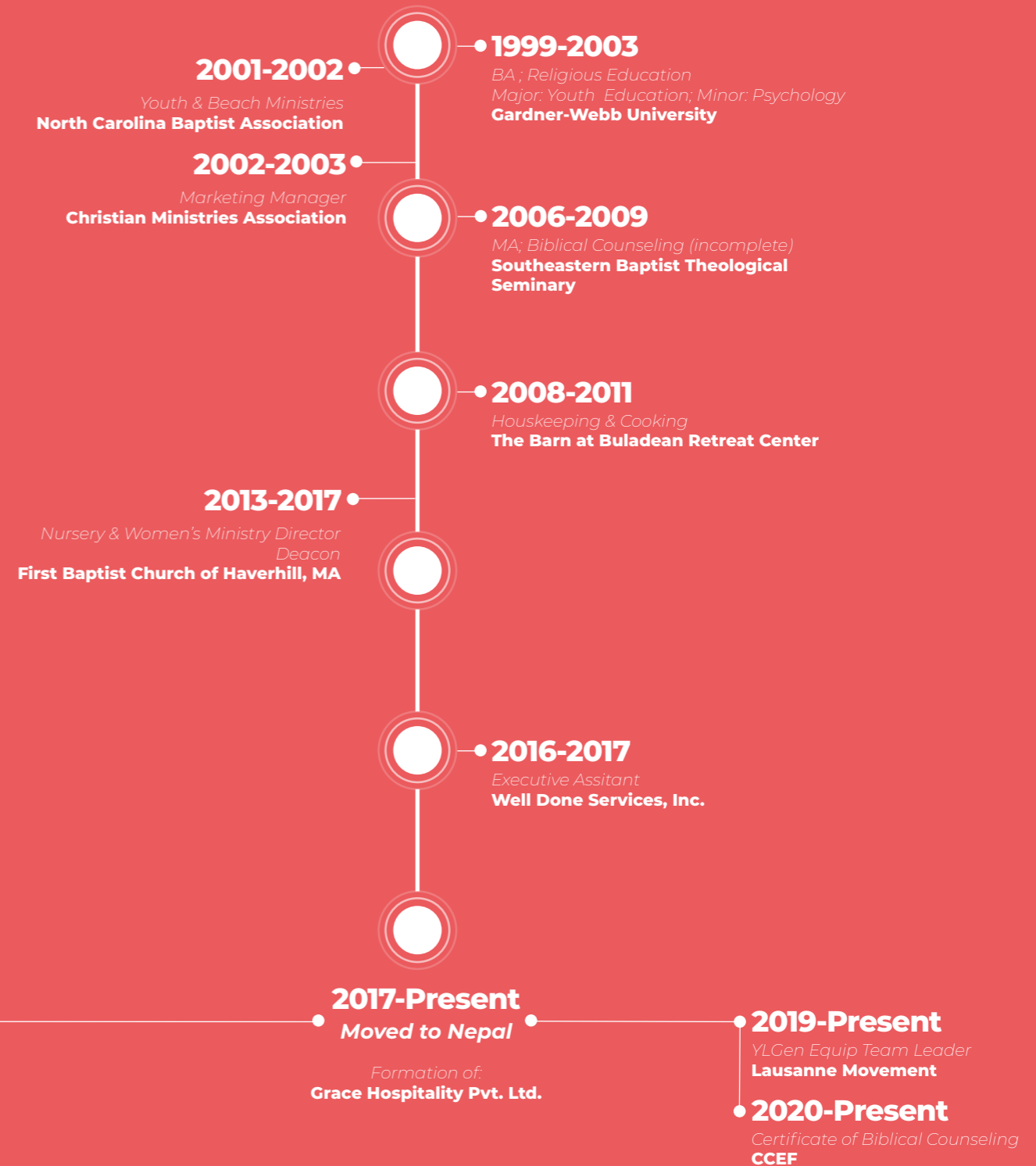
Jesus' call in Matthew 28 is a call to redeem the original call to "be fruitful and multiply" by reproducing true image-bearers that carry the image of the Father, the true Father that mankind should have displayed had they not fallen. Therefore, disciple-making is inherent in all that we are called to be as humans: image-bearers of our Father who multiply the beauty and glory of God through the Spirit of Christ that dwells within us.



Paul's Experience



Amy's Experience



The Challenges of Nepal

"A new chapter in Nepal began in 2008 when the absolute power of the Hindu monarchy finally ended after years of Maoist rebel fighting and then pro-democracy protests. This was an answer to the prayers of most Christians in Nepal. A new era of opportunities for Christian ministry has now changed into an era of deep concern for eroding religious freedom. Religious conversion and the "hurting of religious sentiment" have been criminalized. Although Nepal is a secular country, this harsh new law is meant to target Christian mission in particular and defend Nepal's Hindu traditions."

-"Operation World" on Nepal



1 Heavily Hindu & Buddhist Neighborhood

While our business focuses on tourists -- both domestic and foreign -- our neighborhood remains largely out of reach by our business to display the love of Christ to our lost neighbors. Within our neighborhood there is a temple to the Hindu god Shiva, a Tibetan Buddhist monastery, the largest nightclub in Pokhara, and hotels that house radical Hindu extremists from India coming for spiritual pilgrimages. We long to immerse ourselves in a more tangible way to bring blessing to our neighborhood.



2 Diminishing Workforce and Skilled

65,000 people leave Nepal each month in search of economic opportunities abroad. Due to a volatile political climate, minimal economy, and immense corruption, Nepalese struggle to find work and opportunities for growth. Poverty and debt is rampant -- which also fuels a massive human trafficking problem in the country. There is little incentive to stay in the country and no opportunity to develop new skills that could bring transformation to Nepal. The need to develop unique skills and leadership opportunities is a



3 Lack of Integrity and Ethics in Business

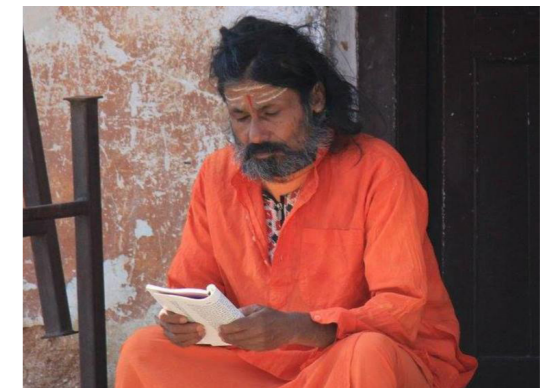
Nepal is notorious for corruption, a lack of integrity, and a frustrating lack of ethics in business. From the government down to local shop owners, a fatalistic worldview produces an "only the here and now" mindset that leads to dishonesty and cheating. The Nepalese are incredibly resilient and find ways to survive. However, this frequently comes at the expense of others and has created a business culture that lacks integrity, honesty, and excellence in quality. There is a great need for honest business practices that are met

Nepal is extremely hard to reach both physically and spiritually:

- **8 of the 10 largest mountains of the world are on a Nepali land that boasts a beautiful-yet-treacherous terrain.**
- **266 out of 276 ethnic groups are considered "unreached" by the Gospel of Jesus Christ.**
- **Nepal is ranked #48 on "World Watch List" for Christian persecution.**
- **Nepal is the 63rd most corrupt country in the world and 4th most corrupt in South Asia.**

Unreached People Groups 4

Nepal has a population of 30 million people and is geographically only the size of Tennessee. However, it is incredibly diverse for such a small land, made up of 276 distinct ethnic groups with 109 indigenous languages. 266 of those ethnic groups in Nepal are considered unreached (less than 2% Christian) by the Gospel of Jesus Christ. Of those 258 unreached ethnic groups, 42 are still considered unengaged -- meaning, not only are they unreached but no one is actively engaging them with the the Gospel.



Biblical Illiteracy 5

The Nepalese church has little-to-no understanding of the Scriptures. Many treat the Scriptures as another holy book in line with the Hindu Upanishads or the Ancient Tibetan Kangyur -- books full of wisdom to adhere to or laws to obey, or simply an answer book to solve their problems and provide them with material blessings. Theological education is a desperate need in the church in order to cultivate true Spirit-led transformation through the believing and remembrance of the Gospel.



Rapidly Growing Business 6

Three years after we began baking and delivering cookies, Tiny Yeti Baking Co. has exploded into one of the fastest-growing brands in our city and is our fastest-growing business line. We have prayed for the growth of our business to sustain our presence here in the country and to do the ministry we are called to do -- teaching the Scriptures, preaching the Gospel, and reaching unreached people groups. Our business grew 279% in the last year due to the explosive growth of our bakery.



Business as Mission

"Business as Mission recognizes our calling to be salt and light in the marketplace. It is not about evacuating Christians from a sinful and corrupt sphere, but rather becoming an answer to the Lord's Prayer: May your Kingdom come in the business world."

Our business, Grace Hospitality Pvt. Ltd. (our parent company), is not only crucial to our ministry here in Nepal -- it is an integral part of our ministry and provides a holistic opportunity to serve foreigners and the Nepalese alike with rich hospitality, employment, and skill development to the Nepalese community. While our mission provides the "why" and "what" of our lives here, our business provides the "how". It is a vehicle for us to do the ministry we are called to do. Without a strong and growing business, we cannot stay in the country we so love. Therefore, we prioritize our business as the anchor for our ministry efforts and the vehicle of blessing in the hospitality and tourism industry and in our immediate neighborhood.

We long to display the excellence of Christ in the excellence of our work. We long to provide a Christlike presence in the business community as we operate with joy, kindness, and integrity.

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"The secret weapon for gospel advancement is hospitality... Throughout the saga of history, God consistently initiates relationship. He is a gracious host, constantly welcoming in wayward sinners who deserve His wrath — a people whose only hope is that He would show them underserved hospitality."

-Dustin Willis & Brandon Clements
"The Simplest Way to Change the World:
Biblical Hospitality as a Way of Life"

VISION & MISSION

Vision:

To serve our city -- its residents, visitors, and our team -- with comfort and kindness, love and joy, and integrity and excellence through warm hospitality and a taste of home away from home. We long to see the "aroma of Christ" experienced through the Fruit of the Spirit witnessed in our work.

Mission:

To provide the Nepalese and foreigners alike with a memorable "taste of home away from home" in a warm and hospitable atmosphere and to display the warmth of Christ's love and kindness to all through our hospitality.

-Mats Tunehag

Business...

A successful & growing company provides us with opportunities to display the greatness of Christ through godly character and



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...as Mission

...and allows us to live in Nepal, to engage in these crucial ministries, and continue reaching the unreached



New Hotel Castle is in the heart of the tourist area of Pokhara, Nepal, and was started 25 years ago by the second pastor in Nepal and his wife to serve ministry workers and tourists from around the world. It is well-known in the community as a safe "home away from home" and provides both short and long-term housing with a family-friendly environment. It is a five-minute walk to Fewa Lake and hundreds of shops, cafes, and restaurants.

HIMALAYAN



SCHOOL OF
BIBLICAL THEOLOGY

The **Himalayan School of Biblical Theology** is the heart of our ongoing ministry. What started as a small group of men meeting together in a small room grew to over a dozen students meeting regularly to learn Biblical Theology -- the story of God, with all of its threads woven together to form the Word that we so cherish -- centered on the life, death, and resurrection of Christ.

OUR BUSINESSES



Hope Guest House was once the home of the first pastor in Nepal and was built into a guest house in 2018. It has served ministry teams, NGOs, training programs, doctors, tourists, and trekkers. Located away from the bustling tourist area in the oldest Christian neighborhood in Nepal, it is situated in a peaceful area.

This is also our Gospel Training Center and provides lodging and training facilities for our classes.



Tiny Yeti Baking Co. is a completely unique American-style bakery in Pokhara that specializes in baked goods both sweet and savory. It operates as a custom-order and delivery service and is our fastest-growing business line where we serve both retail and wholesale customers every day throughout Pokhara. The brand has become synonymous with quality, convenience, uniqueness, and comfort.

OUR MINISTRIES



The **Thakali people** of Lower Mustang, Nepal are an **unreached people group** of 13,000 people in the Himalayas. They are a Tibetan Buddhist people who incorporate Hindu and ancient Tibetan Bon rituals in their beliefs. There are only five believers among them. We have labored among them since 2018 have seen the Holy Spirit at work among these people.



The core of our ministry is ensuring that the Nepali church has a strong **Gospel foundation**. We teach the Gospel for salvation and the Gospel for transformation. In the Nepalese church, most do not know the Gospel and all of its glorious truths and implications. There are many false gospels that are taught and we labor to clearly teach the **true Gospel** through monthly classes to equip the church and build discernment.

Bakery Cafe Project

The time has come to expand our bakery from a custom-order and delivery service to a full-fledged bakery cafe that can meet the incredible demand for our products and to expand our ability to be a blessing in our neighborhood and city.



AN ANSWERED PRAYER

Two years after we began baking and delivering cookies, Tiny Yeti Baking Co. has exploded into one of the fastest-growing brands in our city and is our fastest-growing business line. We have prayed for the growth of our business to sustain our presence here in the country and to do the ministry we are called to do – teaching the Scriptures, preaching the Gospel, and reaching unreached people groups. Our business has been the vehicle for some of our greatest discipleship opportunities and the Lord has been kind to answer our prayers.

UNPRECEDENTED GROWTH

As with any business endeavor, growth is exciting -- but fast growth can be overwhelming and actually ruin your business. Therefore, we urgently need to expand our infrastructure to keep up with the demand we are experiencing. We have been baking out of our small kitchen and delivering personally throughout our city. As a direct answer to prayer, we were offered a bakery and café space -- in our own neighborhood! This space is a 2-minute walk from our home. It comes at a fraction of the usual cost in our area, and it is already outfitted for a café and retail space, along with a commercial kitchen, outdoor garden seating, two outside patios, and a large indoor space.



Grace Hospitality Pvt. Ltd. grew 279% in the last year. While growth and new opportunities can be truly exciting, rapid growth can quickly destroy any business. Therefore, we are looking to expand our production, our product offering, our team, and our presence in our neighborhood in a very unique and powerful way: a bakery cafe unlike any other in our city.



PRIME LOCATION

Our new bakery cafe location is located at the junction of two streets and the main road leading into the Lakeside tourism area and across from a park.

Purpose & Vision

We have known, Dilli, (pictured with Paul) since we first moved to Pokhara and he has become a close friend. He has lived in Sydney for 30 years, splitting his time between Pokhara and Australia, and this new cafe space is his family's generational home. Over the years, he has asked us to consider taking this space so he could be assured that someone he trusted would care for it. Dilli's family has owned the land in our neighborhood for many generations and he is an extremely influential and well-loved man in our community. He has kept it vacant for all these years because, as he says, "I knew that you would be the people to eventually have this space and I have waited for you all these years because I knew I could trust you." This is a tremendous honor. Now, with our bakery growing so quickly, he offered us an amazing price with more space than we could've imagined.

We are truly humbled at this opportunity and we officially signed a five-year lease on a new café space in February 2023. The new café is an ideal space and exactly what we need to support our growth.



■ CAN YOU IMAGINE?

Can you imagine a bakery cafe in our neighborhood whose baked goods are known throughout the city for their quality and their uniqueness?

Can you imagine a bakery cafe in our neighborhood that provides a safe space for Christians and missionaries to meet for discipleship, counseling sessions, and Gospel conversations?

Can you imagine a bakery in the heart of our neighborhood where the aroma of pastries and cookies is only outdone by the "aroma of Christ"?

Can you imagine a bakery in this neighborhood where our staff can enter into a Leadership Development program built on Biblical principles?

Can you imagine a bakery cafe that is so unique in its products and design that it raises the value of this neighborhood?

Can you imagine a bakery cafe in this neighborhood where the excellence of Christ is displayed through the excellence of our service and products?

Can you imagine a bakery cafe where culinary training and job opportunities are provided to a neighborhood whose economy has been decimated by the pandemic?

Can you imagine a bakery cafe in this neighborhood where customers and co-workers alike encounter love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control?

Can you imagine a bakery cafe in this neighborhood who creates new and exciting baked goods each week and brings a new taste to Nepalese palates?

Can you imagine what a Christian-owned bakery cafe in our neighborhood might look like?

Primary Objectives



CHRISTLIKE HOSPITALITY

We long to display the aroma of Christ through excellent hospitality. Our home and business are in a neighborhood saturated by Hinduism, Tibetan Buddhism, and other forms of eastern spirituality -- not to mention worldliness in the form of nightclubs and danceclubs. Our goal is to be the aroma of Christ in the midst of such spiritual oppression and to operate a business that is a blessing in our community.



LEADERSHIP DEVELOPMENT

Most Nepalese workers never have an opportunity to learn leadership skills nor have opportunities for professional growth due to lack of economic opportunity, corruption, casteism, and nepotism. We aim to develop a leadership development program based on Biblical principles that will provide the skills needed to grow in skill, in management, and in Christlike character.



UNIQUE SKILL DEVELOPMENT

Since our products and production are completely unique in Nepal, we plan to train selected Nepalese workers with unique culinary skills that they would be unable to learn anywhere else. Whether this is to provide the skills they need for their own business ventures or for potential franchise opportunities in the future. We want to provide exciting and new marketable skills that would otherwise be unavailable.



BUILD A NEW STYLE OF BAKERY

No bakery in Pokhara has ever made the products that we provide -- from cookies to Pop Tarts, from soft pretzels to cheesecakes. No cafe in Pokhara specializes in American and European style beverages. No cafe provides a reservable, air conditioned space for a quiet meeting place. No bakery provides a custom order and delivery service. Much of what we are building is a brand new idea to the Pokhara market.



EMPLOYMENT OPPORTUNITIES

With 65,000 workers leaving the country each month, there is a desperate need to provide jobs with growth and training opportunities to the Nepalese community. With each worker that leaves Nepal, marriages struggle, children lose a parent, and the risk of trafficking, slavery, and death increase exponentially. We want to create jobs that keep family units together and give quality opportunities for provision.



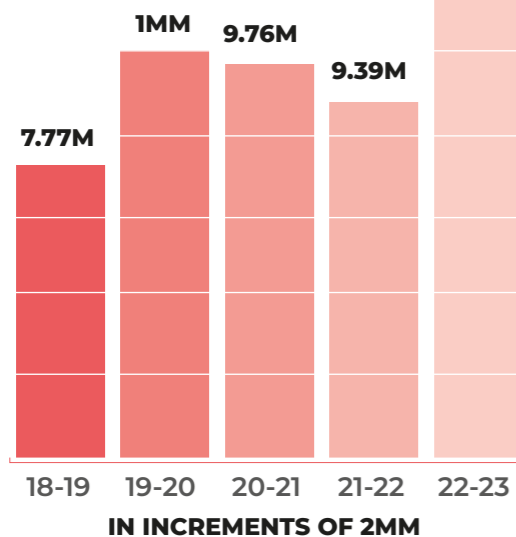
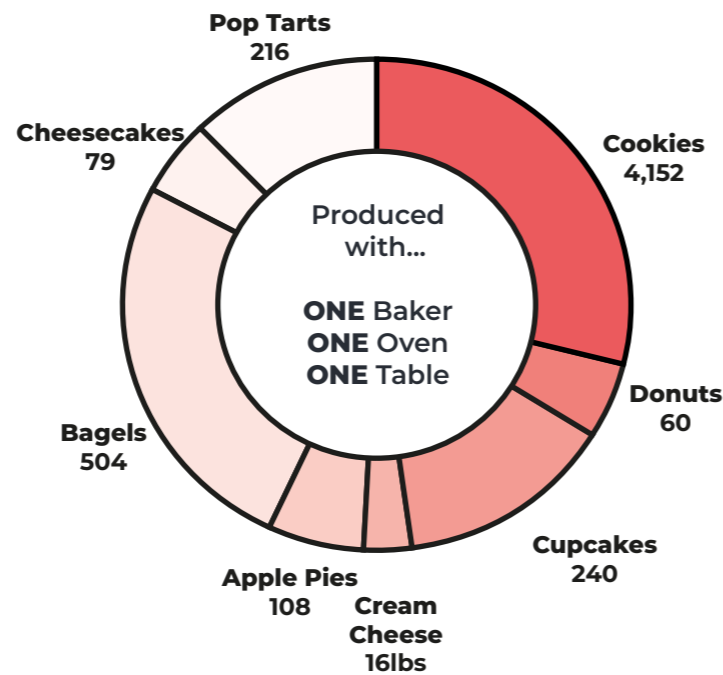
STRENGTHENING OUR BUSINESS

Our business visa is dependent on a growing business. While this is not our main priority for building this cafe, this is an important objective that we cannot ignore. In order for us to remain in Nepal to continue doing the work we do -- teaching the Scriptures, preaching the Gospel, reaching the unreached -- strengthening and growing our business is crucial. It also ensures the government that we are serious business people who want to bring quality business

Current Production & Projections

TINY YETI BAKING CO. PRODUCTION

In FY 2022-23, Tiny Yeti Baking Co. saw unprecedented growth. When we began in 2020, our primary demographic was foreigners living in the city who were stranded during the pandemic. This continued until the end of 2021 when we began targeting affluent Nepalis who had lived abroad with baked goods they would have known and loved in their respective countries. In early 2022, we began focusing on local Nepalis who were intrigued to experience bakery items that they had never tasted before. Because of the uniqueness of our products, the quality of our customer service and experience, and because of the quality of our team, the bakery exploded with nearly 300% growth. In addition, cafes, hotels, and grocery stores began requesting our products, bringing new wholesale agreements.



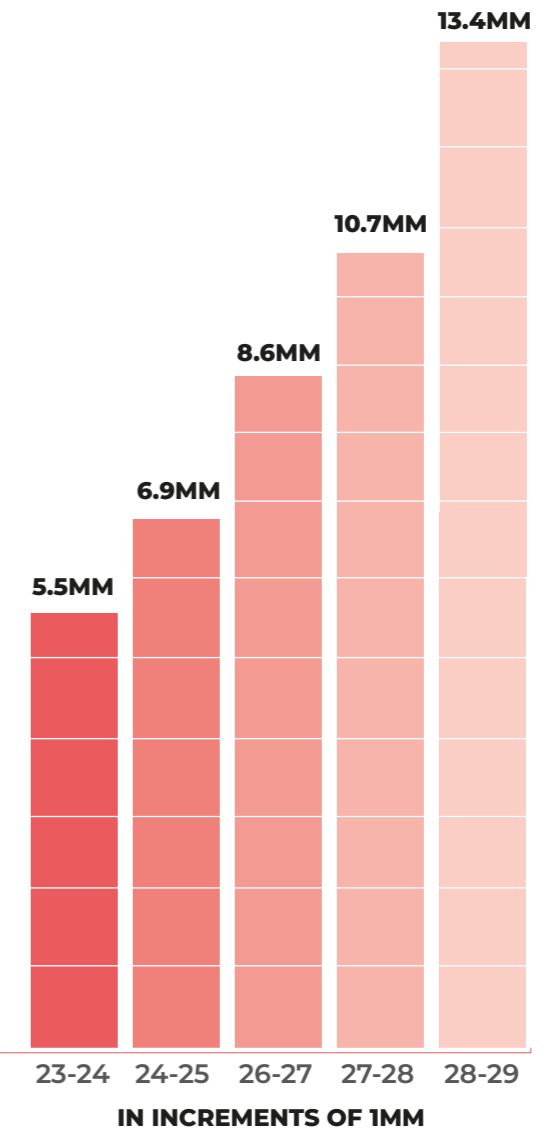
GRACE HOSPITALITY GROWTH

Grace Hospitality Pvt. Ltd. saw incredible growth in 2022-23 after the pandemic. With the explosive growth of our bakery and the re-entry of tourists staying at our hotels, the company grew 279% from the previous year.

PROJECTED GROWTH

FY 2023-24 is projected to bring exponential growth on all lines of our business. The beginning months of the year have already shown a 100% growth from the same period in FY 2022-23 with all three of our business lines as they currently are. With the addition of a bakery cafe, revenue is expected to grow at another 100-150% in the first year and 25% every year after that.

The bakery alone is expected to produce NPR 3MM in revenue each month with the addition of restaurant patrons, retail sales, expanded delivery capabilities, and new wholesale and consignment agreements.



KEY OPPORTUNITIES

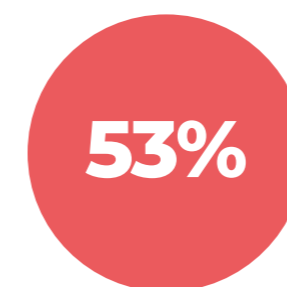
- No other American-style bakeries in Pokhara
- Prime location in Lakeside for patron traffic
- Known for quality and integrity in the industry
- National interest in our products and brand

KEY CHALLENGES

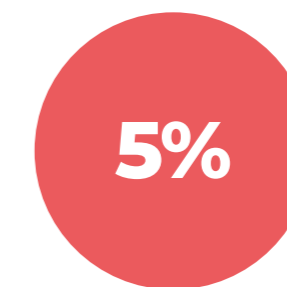
- Volatile political and economic situation
- Copycats who try to steal and replicate ideas
- Saturation of cafes and bakeries in Pokhara
- Lack of capital to fund immense growth

KEY DEMOGRAPHICS

EXPAT COMMUNITY



NEPALESE COMMUNITY



WHOLESALE & CONSIGNMENT



S.W.O.T Analysis

<p>▶ STRENGTHS</p> <p>S</p>	<p>Tiny Yeti Baking Co. has established itself as a leading bakery in Pokhara with the brand being well-known throughout the city and gaining increased national attention. There are no other bakeries baking the kinds of products that we produce. We have focused exclusively on American-style baked goods including the re-creation of some of America's most beloved sweets. We spent three years testing the market and refining our products as a delivery-only bakery. This allowed us to learn our market very well. Our new location will be in the heart of the Lakeside tourist area that has more parking than any other bakery in the city, is across from a park that is being updated, and is the center of where the biggest festivals are held each year, bringing thousands of people walking by our door. We have an experienced team of bakers and designers that will build a truly unique experience in Pokhara.</p>	<ul style="list-style-type: none"> ✓ <i>Brand recognition in Pokhara that is growing</i> ✓ <i>Unique products with high quality ingredients</i> ✓ <i>Three years of market testing with great success</i> ✓ <i>Ideal location with high foot and vehicle traffic</i> 	<p>▶ OPPORTUNITIES</p> <p>O</p>	<p>Nepal is known for redundancy in its product offerings. Every cafe and bakery offer the exact same things with low quality and mediocre flavors to save money. This has created a niche for Tiny Yeti Baking Co. to step into that has been unmet by any other bakery in Pokhara. There is a large foreign population in the city, a large affluent Nepalese community, and a curious and young community that thrives off of "new and exciting" products that they've only seen on Instagram and TikTok. To date, we haven't done nearly any advertising at all, let alone on these platforms. Our growth has been largely the result of word-of-mouth among all demographics. These markets have not been fully engaged. In addition, we are one of the only Christian bakeries in the city and are well-known in the city for our hospitality -- for both of our guest houses and our bakery. There is tremendous potential once we have the staff and capability to meet increased demand. As it is, there is true excitement in the city as word has traveled about the opening of our bakery cafe.</p>	<ul style="list-style-type: none"> ✓ <i>Christian population in search of like-minded cafes</i> ✓ <i>Large demographics yet to be fully marketed</i> ✓ <i>Opportunity to promote Christlike excellence in business</i> ✓ <i>Endless possibilities of new products in a hungry market</i>
<p>▶ WEAKNESSES</p> <p>W</p>	<p>While Tiny Yeti Baking Co. has grown rapidly, it has been very difficult to manage this growth with limited staffing, space, and production capacity. We have lacked the capital to invest in our expansion since it has taken three years to recover from the pandemic. While our revenue has grown, expenses have also grown as we have dug out from the difficult 2020-22 pandemic. In addition, we only have one dedicated baker who carries the weight of all of our orders and we have been hesitant to hire new bakers due lack of space to be able to add additional staff and revenue being directed towards other expenses. Offseason feeds into these challenges with high overhead costs and reduced revenue. Finally, our price point is traditionally much higher than any other bakery because our products are unique and our ingredients are high quality and imported. Sustainability can be challenging if the government bans imports or imposes higher import taxes.</p>	<ul style="list-style-type: none"> ✓ <i>Limited staff, space, and production capacity</i> ✓ <i>Lack of capital to fund expansion</i> ✓ <i>Expensive imported ingredients</i> ✓ <i>Outdated operations and accounting systems</i> 	<p>▶ THREATS</p> <p>T</p>	<p>There is a definite oversaturation of cafes in Pokhara with new barista schools opening seemingly every month. There are also several new high-end bakeries opening in the city. A Belgian business owner is opening a French pastry shop and a highly-trained Nepalese pastry chef has also opened a dessert cafe. This a trend growing with high-quality bakeries opening. This could be a threat if we are not careful to provide a unique product offering worthy of our price-point. Another major threat is the theft of recipes by dishonest staff with the hope of opening their own locations with cheaper varieties of similar products. There is virtually no legal recourse for the theft of intellectual property in Nepal and it is a well-known problem in the restaurant industry that has not been dealt with appropriately, creating a saturation of mediocre products capitalizing on the creative efforts of pioneers. Last, an ongoing threat to our business is economic turmoil caused by political volatility. These issues can cause major problems and unpredictability with imported ingredients and logistics.</p>	<ul style="list-style-type: none"> ✓ <i>Oversaturation of bakeries and cafes</i> ✓ <i>Theft of intellectual property with no recourse</i> ✓ <i>Economic and political turmoil in Nepal is always possible</i> ✓ <i>Unpredictability with logistics and imports</i>

Customer Reviews

"Best baked goods in all of Pokhara! They even deliver them to wherever you need. Birthday cakes, cupcakes, cookies, soft pretzels... so many delicious options!"

"Our first order is amazing! The cupcakes were outstanding and with prompt delivery! We will be ordering again!"

"It's an amazing idea to have pop tarts in Nepal. You guys really have gotten the recipe down well. It definitely reminds me of home. I grew up with strawberry pop tarts."



"Love! Love! Love! Tiny Yeti Baking Co is a great bakery that has fresh and delicious baked goods! Definitely a taste of home and homemade goods! I highly recommend this bakery!"

"I should probably give only a 1-star (review) because I spend too much money here! Tiny Yeti Baking Co. has made beautiful birthday cakes for us, tasty cheesecakes, their pretzels are amazing (make sure you get the honey mustard with it!) and of course our fav is the pop tarts!! Can't recommend enough."

"In a word - Wow! I ordered red velvet and white chocolate cookies and, Oh my, they are delicious. I have hidden them, I will not be sharing! I am excited to try the bagels tonight. Also really easy to order and lovingly presented, felt like it was my birthday receiving them!"

"The red velvet cookies are my favorite, but we also really enjoyed the snickerdoodle and chocolate chip cookies! The pumpkin bread was so good too! I can't wait to try more items. Love the people! Hardworking, creative, lovely people behind this bakery."

"Best bakery in town!!!!!"



Project Needs

The needs for this project are immense but we feel confident in our calling to build what could be a brand new experience in Nepal for its citizens, our neighborhood, and for mission workers in Pokhara.

In order to bring this project to completion, there are many updates, additions, reconfigurations, supplies, staff, and equipment that are needed.

1. Existing Equipment. As part of the agreement with our landlord, we are required to purchase the existing equipment from his previous restaurant. This includes an espresso machine, coffee grinder, refrigerator furniture, work tables, display case, and many other smaller items.

2. Rent & Rental Tax. In order for us to effectively get our bakery cafe off the ground and generating revenue and profit, it would be helpful to pay the first eighteen months of rent and rental tax to put us in a great position to start.

3. Kitchen Equipment. There is a lot of new equipment that is needed to purchase to expand our production capacity, such as a commercial refrigerator, a large-capacity oven, food processor, blender,

Expense	Details	NPR	USD	%
Rent & Rental Tax	18 Months of Rent & Rental Tax	RS 1,965,000	\$14,775	17%
Kitchen Equipment	Fridge, Oven, Mixers, Appliances, Work Tables, Kitchenware, Dishware	RS 2,061,500	\$15,500	17%
Administrative & Legal Costs	Admin, Legal, Incidental Costs	RS 2,090,760	\$15,720	17%
Construction & Maintenance	Interior Buildout & Design	RS 1,862,000	\$14,000	16%
Landlord Buyout	Purchase of Existing Assets	RS 1,463,000	\$11,000	12%
Supplies and Marketing	Bakery Supplies, Packaging, and Marketing	RS 452,200	\$4,500	5%
Staffing & Training	Training & Staffing for 12 Months	RS 465,500	\$3,500	4%
Furniture	Indoor & Outdoor Seating	RS 1,463,000	\$11,000	12%

bread mixer, proofing box, work tables, dishware, kitchenware, bakery tools, and an additional display case.

4. Construction, Design, and Maintenance. Overall, the setup of the cafe is already functional and requires minimal changes. However, the changes that are necessary are costly. The bathroom needs to be rebuilt with new walls and tiles and fixtures, a glass wall and door is needed to close off our air conditioned meeting room, the open-concept shutter in the entry must be enclosed, and some aesthetic changes are also needed. This includes all electrical, plumbing, painting and labor.

5. Supplies & Marketing. Ideally, we want to

stock our store room completely with all of the necessary ingredients to begin baking and making beverages at full capacity. This also includes branded retail packaging for delivery and take-out as well as new signage.

6. Furniture. The cafe comes with some furniture that are very useful but more is needed. Additional indoor and outdoor seating is needed to cover the wide space that we have to work with. There is an outdoor garden, and outside deck, and an interior space that needs to be fully furnished. This includes tables for decor.

7. Staffing and Training. We will need to hire significant staff to handle bakery

production, beverage creation, waiting and bussing tables, register and retail, and management. In addition, we will hire a social media/marketing manager to focus solely on content creation and branding. There will be a creative team formed from among our staff that will focus on recipe creation, presentation, and packaging. This budget line item will provide us with capital to hire staff but to also focus on some R&D. Additional training will be required for some staff and this will assist in providing expert training.

8. Administrative & Legal. There will be some legal fees necessary as we work to expand our capital allowances with the government as "Foreign Direct Investors" as well as administrative fees that our organization, Globe International, deducts for their management of our payroll, member care, accounting, and ministry oversight. Included in this line item is a budget for "incidentals" to plan for any unforeseen expenses as we begin the process of opening this bakery cafe.

FUNDING SOURCES

**As of 20th February 2024*

CHURCHES

\$37,400

Two churches -- our home church and a partnering church in North Carolina -- have generously helped us since we began this cafe project in February.

FAMILIES & INDIVIDUALS

\$7000

Several key supporting families and individuals generously provided for our initial six months of rent for the cafe space to allow us to secure the lease and to begin work.

GRANTS

\$20,000

Passion Ventures, a foundation that provides funding for business projects on the mission field, has generously given us \$20,000 with the potential for two other future installments.

TOTAL NEEDED

TOTAL \$90,000.00

TOTAL RAISED

**As of 20th February 2024*

TOTAL \$64,400.00 or 71.5%

PRAYER FOR WISDOM AND PROVISION

We are excited at the opportunities that lay ahead for discipleship, meaningful meetings over baked goods and coffee, being a blessing in our immediate neighborhood, job opportunities, and providing excellence in the hospitality and tourism industry. This is a huge endeavor for us but it is essential for us to keep up with our rapid growth, strengthen our Business Visa position, and continue immersing ourselves in our community in a very tangible way. We have been praying and dreaming about a cafe for a long time and we are so excited about what is ahead. But the needs we have are huge right now and we need your prayers for wisdom and provision.

References

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1.

GIVE VIA ONLINE

[HTTP://TINYURL.COM/MILLERSINSOUTHASIA](http://tinyurl.com/millersinsouthasia)

OR

Scan this QR Code:

Choose "Tiny Yeti Baking Co."



2.

GIVE VIA MAIL

Checks can be made payable to:

Globe International
C/O Paul and Amy Miller
PO Box 3040
Pensacola, FL 32516

ATTN: "Tiny Yeti Baking Co. Fund"

3.

GIVE VIA BANK

Bank Name:	Regions Bank
Bank Address:	70 S Blue Angel Parkway Pensacola, FL 32506
Routing Number:	062005690
Account Number:	0242187737
Account Name:	Paul J. Miller
Account Address:	8590 Highway 98 West Pensacola, FL 32506



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