

Business potential at a glance

Stage-Accurate Batch Weighing and Ingredient Cost Sheet

King Arthur Baking Company · Free customer offering · 10/21/2026

01 Customer task

Home bakers combine selected recipes into one ingredient list and a practical sequence for one person and one oven.

02 Business value

The free planner could strengthen a baking retailer's customer relationship, but repeat use does not establish retained sales.

03 Target market and access

Relevant recipe pages are a plausible first channel. Crumbora has no established placement or access to King Arthur's readers.

04 Advantage over alternatives

The proposed advantage is immediate planning from three reviewed recipes, not unique scheduling or another recipe catalogue.

05 Key assumption

The commercial assumption is that convenient planning affects retailer preference. Without that effect, specialist upkeep remains an unsupported expense.

06 Recommendation

Proceed with a tightly bounded demonstration, not a broad retention investment. Keep the original commercial assessment separate.

Market, competition and position

Target audience and route to customers

Requested adaptation: home bakers planning several selected bakes with one person and one household oven, using German or English. First channel: authorized contextual links beside the three consumer recipes. These pages match the task, but placement permission, reader reach and adoption are unknown. Crumbora example pages do not confer King Arthur audience access.

Usage and ongoing value

Assumptions and evidence in the online details

Repeat-user hypothesis: a new recipe combination, quantity or start time produces a fresh plan; return frequency is unknown. Useful repeat plans may reinforce retailer preference; neither recurring use nor retained purchasing is established.

Relevant alternatives

Alternative	Why switch – or stay?
King Arthur mobile recipe app	Already supports recipe use and timers. Switch only for useful cross-recipe coordination; the reviewed overview does not establish whether equivalent scheduling exists.
OvenLineup	Direct free one-oven competition. Preloaded baking recipes could reduce timing entry, but better schedules or usability have not been demonstrated.
Paprika or manual recipe coordination	Paprika already combines groceries and scales recipes. Manual notes remain flexible; a switch needs to remove coordination work, not merely reformat recipes.
Time 2 Table and Focara	Scheduling, lists and combined printing already exist. Explicit baking dependencies may distinguish the proposed scope; competing algorithms were not tested.

Strengths, weaknesses, opportunities and threats

Strength

King Arthur documents professional baking expertise and recipe resources; these support subject knowledge, not a Crumbora partnership.

Weakness / internal effort

The adapted planner still needs reviewed scheduling conventions and bilingual content; catalogue expansion increases specialist upkeep.

External opportunity

The three recipes provide a concrete coordination task: combine preparation, proofing and different oven temperatures without entering timings.

External threat

Free oven planners and established recipe apps already cover much of the result, limiting switching reasons and purchasing influence.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

Attributable retained customer-years / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	0 / 2 / 8	0 retained buyers; base 1 per half-year; high 2 per quarter, each counted once annually.
Value / unit	60 / 100 / 150	Annual retained contribution: 3 × 20 / 4 × 25 / 5 × 30, after ordinary sale costs.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	1,200 / 2,160 / 3,600	Initial specialist review: 16h × 50 / 24h × 60 / 36h × 60; first year only.; Ongoing specialist work: 8h × 50 / 12h × 60 / 24h × 60 annually.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-3,600 USD
Base	-1,960 USD
Favourable	0 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit does not yet cover costs. Increase benefit per use or reduce own effort; this case does not justify a broad rollout.

Break-even under base assumptions

22 Attributable retained customer-years per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Build the three-recipe example; do not treat retention as established.

Implementation package 1

Develop the bounded Crumbora planner for the three specified recipes, after explicit commissioning. DE/EN; whole batches; one person and oven; combined ingredients, dependency-aware timeline and download; editable oven allowances.

Benefit: Curated inputs can reduce setup work; generic recipe discovery and scheduling already have strong alternatives.

Implementation package 2

Prepare contextual publication and an honest, separate case study. Use the two requested example-page paths, original illustrations and source links; identify King Arthur as source, not client or partner.

Benefit: Relevant recipe pages exist, but Crumbora has no established access to King Arthur readers.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

Which actual production tasks would customers move from their current tools, and would that change their view or choice of flour supplier?

Open

Candidate commercial tasks are scaling and stage-sheet preparation. No observed task migration or supplier-choice effect is established.

For recent quantity changes, where did customers spend time reconciling stages, and which completed output would replace that work?

Open

References establish stage-accounting relevance, not customers' recent reconciliation effort or inadequate spreadsheets.

Selection: 2 priority questions out of 4 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.