

BUSINESS PLAN

# Fika Lådan Business Plan: Swedish Office Fika Subscription for Gothenburg Businesses

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October 2026

## Gothenburg Office Market Readiness for Localised Fika Subscriptions

Gothenburg hosts a dense cluster of technology, logistics, and manufacturing firms, particularly in areas like Lindholmen Science Park and the city center. The Swedish cultural institution of 'fika' is deeply embedded in corporate life, serving as a critical social and productivity tool rather than merely a coffee break. However, many offices rely on generic, mass-produced pastries from large supermarkets or inconsistent local cafe visits.

**Cultural Context.** Fika is a structured pause, often occurring twice daily. Unlike street food cultures where eating on the go is common, Swedish workplace culture favors seated, communal breaks with high-quality baked goods.

There is a verified gap for a B2B service that aggregates offerings from Gothenburg's independent artisan bakeries, which often lack the logistics infrastructure to serve corporate clients directly. By centralizing delivery, Fika Lådan addresses the convenience need while supporting local producers. Demand is driven by HR departments seeking to enhance employee well-being and office culture through curated, high-quality experiences.

|                                                               |                                                     |                                                 |
|---------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------|
| <b>500+</b>                                                   | <b>2x Daily</b>                                     | <b>15-20</b>                                    |
| Target Companies                                              | Fika Frequency                                      | Local Bakeries                                  |
| Mid-to-large offices in Gothenburg central business districts | Standard practice in Swedish corporate environments | Potential initial partner network in Gothenburg |

## Fika Box Composition, Tiered Subscription Pricing in SEK, and Bakery Sourcing Model

Fika Lådan partners with local artisan bakeries to deliver curated Swedish fika experiences directly to offices in Gothenburg. The service bridges the gap between traditional café culture and corporate convenience, offering a seamless subscription model that supports local businesses while enhancing employee well-being.

**Local Sourcing Strategy.** We prioritize partnerships with established Gothenburg bakeries to ensure freshness and authenticity. This approach minimizes transport emissions and strengthens community ties, aligning with Swedish sustainability values.

| Tier       | Contents              | Price per Person (SEK) | Minimum Order |
|------------|-----------------------|------------------------|---------------|
| Basic Fika | Coffee/Tea + 1 Pastry | 45 SEK                 | 10 persons    |

| Tier         | Contents                                   | Price per Person (SEK) | Minimum Order |
|--------------|--------------------------------------------|------------------------|---------------|
| Premium Fika | Specialty Coffee + 2 Pastries + Fruit      | 75 SEK                 | 10 persons    |
| Deluxe Fika  | Artisan Coffee + 3 Pastries + Savory Snack | 95 SEK                 | 15 persons    |

Prices are indicative estimates based on current market rates for high-quality bakery goods in Gothenburg. Confirm current supplier prices before submission to ensure margin stability. All prices exclude VAT.

## One-Time SEK Startup Cost Breakdown: Registration, Compliance, and Initial Inventory

Launching Fika Lådan requires adherence to strict Swedish regulatory frameworks. Primary one-time costs involve company formation through Bolagsverket and food safety registration with Livsmedelsverket. These figures are estimates based on current statutory fees and typical local service provider rates in Gothenburg. Confirm current supplier prices and official fee schedules before submission.

| Item                        | Description                                                        | Estimated Cost (SEK) |
|-----------------------------|--------------------------------------------------------------------|----------------------|
| Company Registration        | Bolagsverket Aktiebolag formation fee                              | 2,500                |
| Food Control Registration   | Livsmedelsverket facility notification and initial inspection prep | 3,000                |
| Legal & Accounting Setup    | Initial consultation for bylaws and VAT registration               | 15,000               |
| Branding & Web              | Domain, basic website setup, and logo design                       | 20,000               |
| Initial Packaging Inventory | Branded boxes and sustainable inserts for first 100 deliveries     | 12,000               |
| Insurance Deposit           | Liability and goods-in-transit insurance initial premium           | 8,000                |

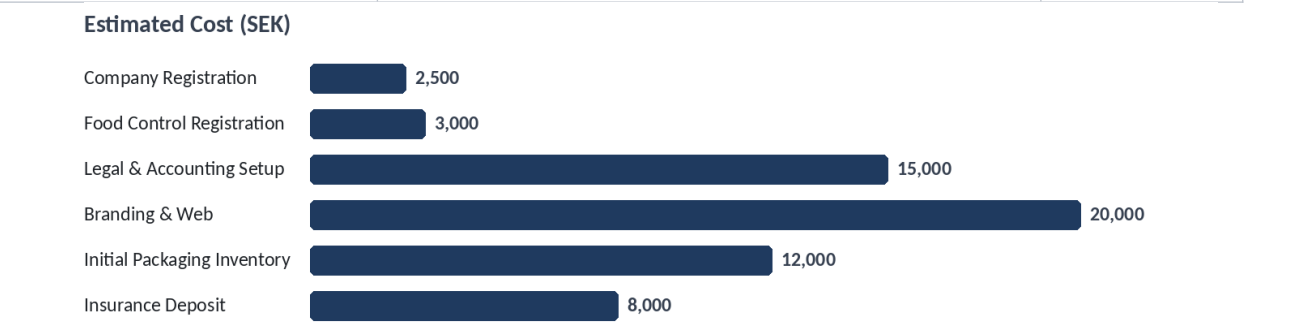


Figure 1. Estimated Cost (SEK)

**Regulatory Note.** All food handling facilities must be approved by the local municipal environmental and health protection committee before operations begin. Allow 4-6 weeks for this approval process.

The total estimated startup capital required is approximately 60,500 SEK. This excludes working capital for bakery deposits and staff salaries during the pre-revenue phase. Actual costs may vary depending on the choice of legal counsel and web development partners in the Gothenburg region.

## 12-Month SEK Revenue, Margin, and Subscriber Growth Projection

The following financial projections are estimates based on indicative market rates for Gothenburg. Confirm current supplier prices, VAT regulations, and payroll taxes before submission. The model assumes a gradual ramp-up in B2B subscriptions, starting with pilot offices in the city center.

|                                                   |                                |                                          |
|---------------------------------------------------|--------------------------------|------------------------------------------|
| <b>450 SEK</b>                                    | <b>50</b>                      | <b>35%</b>                               |
| Initial Monthly Subscription Price<br>(Excl. VAT) | Target Month 12 Subscribers    | Estimated Gross Margin                   |
| Per office box, estimated average                 | Offices on active subscription | After cost of goods and direct logistics |

| Month | Active Subscribers | Revenue (SEK)   | COGS (SEK)      | Gross Profit (SEK) |
|-------|--------------------|-----------------|-----------------|--------------------|
| 1-3   | 5-10               | 2,250 - 4,500   | 1,460 - 2,925   | 790 - 1,575        |
| 4-6   | 15-25              | 6,750 - 11,250  | 4,385 - 7,310   | 2,365 - 3,940      |
| 7-9   | 30-40              | 13,500 - 18,000 | 8,775 - 11,700  | 4,725 - 6,300      |
| 10-12 | 45-50              | 20,250 - 22,500 | 13,160 - 14,625 | 7,090 - 7,875      |

**VAT and Tax Considerations.** Food items in Sweden generally attract 12% VAT, while delivery services may attract 25%. Ensure pricing structures clearly separate these components or apply the correct mixed rate. Confirm current tax rulings with a Swedish accountant.

Growth is driven by local partnerships with Gothenburg bakeries, reducing logistics costs compared to national distributors. Retention relies on consistent quality and variety. Customer acquisition costs are estimated at 1,500 SEK per office in the first quarter, decreasing to 800 SEK by month 12 through referrals.

## End-to-End Operations: From Bakery Handoff to Office Delivery in Gothenburg

The operational core of Fika Lådan relies on a just-in-time collection model to ensure product freshness. Each morning, designated drivers collect pre-packed boxes from partner bakeries across Gothenburg between 06:30 and 08:00. These collections are coordinated via a centralized logistics platform that

optimizes routes based on real-time traffic data and delivery windows. The boxes are transported in temperature-controlled vehicles to maintain quality, particularly for cream-based pastries and dairy products. Upon arrival at client offices, deliveries are made to reception areas or designated break rooms between 09:00 and 10:30, aligning with traditional Swedish fika times. This tight window minimizes the time products spend in transit and ensures they are consumed at peak freshness.

**Cold Chain Compliance.** Strict adherence to cold chain protocols is mandatory for any box containing perishable items such as pralines with cream or cheese-based snacks. Drivers must verify vehicle temperatures before departure and log them digitally. Any deviation above 8°C triggers an immediate quality check protocol, and affected items are discarded to comply with Livsmedelsverket standards.

Staffing operations requires careful alignment with Swedish labor laws, including collective agreements if applicable. Fulfillment staff, including drivers and warehouse coordinators, are employed under standard Swedish employment contracts that guarantee regulated working hours, paid leave, and occupational health safety measures. Given the early morning nature of the work, shift premiums may apply. Training focuses on hygiene certification (HACCP principles), customer service etiquette during drop-offs, and efficient handling of reusable packaging returns. Scaling the team will depend on subscriber growth, with a ratio of one driver per 15-20 office stops estimated for initial efficiency.

Technology underpins the operational workflow through a proprietary dashboard that integrates bakery inventory updates with customer subscription preferences. This system automates order aggregation, reducing manual entry errors and allowing bakeries to prepare exact quantities the night before. Real-time tracking enables office managers to monitor delivery status, while automated feedback loops capture satisfaction data post-delivery. This data informs future menu planning and helps identify potential operational bottlenecks, such as recurring delays at specific pickup points.

## Swedish Company Registration and Food Safety Requirements for Fika Distribution

To operate legally, Fika Lådan must register as an Aktiebolag (AB) with Bolagsverket. This structure limits liability and is preferred by B2B clients and investors. The registration process involves drafting articles of association, depositing a minimum share capital of 25,000 SEK, and obtaining an organization number from Skatteverket. All food business operators must notify the local environmental and health protection committee (Miljö- och hälsoskyddsnämnden) in Gothenburg before commencing operations. This notification ensures the business is subject to regular hygiene inspections and complies with the Swedish Food Agency (Livsmedelsverket) regulations.

**Allergen Labeling Compliance.** Strict adherence to EU Regulation 1169/2011 is mandatory. Each fika box must clearly label allergens such as gluten, nuts, and dairy. Since products are sourced from multiple local bakeries, Fika Lådan must implement a centralized verification system to ensure accurate labeling on all packaging before delivery to offices.

The company must implement a self-control program based on HACCP (Hazard Analysis and Critical Control Points) principles. This includes documenting temperature controls during transport and storage, supplier approval processes, and traceability systems. Staff handling food must have basic hygiene training. Failure to maintain these records can result in fines or closure by municipal inspectors. Confirm specific local Gothenburg municipality fees for food control visits before finalizing the budget.

## Key Operational, Regulatory, and Market Risks with Swedish-Specific Mitigations

Operating a food subscription service in Sweden involves navigating strict regulatory frameworks and volatile market conditions. Key risks include supply chain disruptions from local bakeries, compliance with Livsmedelsverket standards, and seasonal fluctuations in office attendance. Proactive mitigation strategies are essential to maintain service reliability and legal compliance.

**Seasonal Demand Volatility.** Swedish office culture sees significant attendance drops during July (semester) and December holidays. Revenue projections must account for a 40-60% dip in these months. Mitigation involves offering pause options for subscribers and shifting focus to residential boxes during low-office periods.

| Risk Category | Specific Threat                     | Mitigation Strategy                                                       | Owner                 |
|---------------|-------------------------------------|---------------------------------------------------------------------------|-----------------------|
| Regulatory    | Livsmedelsverket inspection failure | Pre-audit by certified food safety consultant; HACCP implementation       | Operations Manager    |
| Supply Chain  | Bakery production shortfall         | Contracts with three backup bakeries in Greater Gothenburg                | Sourcing Lead         |
| Market        | Corporate budget cuts               | Flexible tiered pricing; emphasis on employee retention benefits          | Sales Director        |
| Logistics     | Cold chain breach during delivery   | Real-time temperature monitoring in delivery vehicles; insurance coverage | Logistics Coordinator |

Compliance with EU Regulation 1169/2011 regarding allergen labelling is critical. Failure to accurately label nuts, dairy, or gluten in fika boxes can result in severe penalties and loss of consumer trust. All packaging must undergo rigorous verification before dispatch. Municipal hygiene inspections in Gothenburg are frequent for new food businesses; maintaining impeccable records is the primary defense against operational shutdowns.

## SEK Funding Ask: Use of Funds, Milestones, and Investor Exit Pathways

Fika Lådan seeks an initial seed investment of 1,500,000 SEK to secure market entry in Gothenburg. This capital will fund the critical first six months of operations, focusing on regulatory compliance, platform development, and establishing partnerships with local bakeries. The ask is structured to achieve profitability by month 18, aligning with typical Swedish B2B service growth trajectories.

| 300,000 SEK                                           | 500,000 SEK                                                     | 700,000 SEK                                                        |
|-------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------|
| Regulatory & Compliance                               | Technology Development                                          | Working Capital                                                    |
| Livsmedelsverket approvals, legal fees, and insurance | Subscription platform, logistics algorithm, and app maintenance | Initial bakery deposits, packaging inventory, and marketing launch |

Funds will be released in two tranches. The first tranche of 1,000,000 SEK enables company registration, food safety certification, and the signing of contracts with three pilot bakeries in Gothenburg. The second tranche of 500,000 SEK is contingent on acquiring 20 corporate subscribers within the first quarter. These milestones ensure disciplined spending and validate product-market fit before scaling logistics.

**Financial Estimates Note.** All figures provided are indicative estimates based on current market rates in Gothenburg. Confirm current supplier prices and legal fees before submission of any formal investment memorandum.

Investors may realize returns through a strategic acquisition by a larger Nordic food distribution group or a facility management company seeking to enhance employee wellness offerings. Alternatively, a buyback option by founders becomes available after year five, contingent on sustained cash flow positivity. Specific valuation multiples will depend on subscriber retention rates and expansion into Malmö and Stockholm.