The purpose of this research is to know bakery consumer preferences, to know consumer responses toward bakery main brand including their attributes and also to know consumer's buying preferences toward bread and bun. This research using Conjoint Analysis method to measure utility value and relative important value from each attributes. The result of this research is consumer prefer white bread with crust and have quadrangle shape, also have small holes and soft-compact texture. Content of each white bread box is 10 pieces wrapped closely in plastic package, costs Rp 3500/each. Consumer prefer bun with egg-shaped physical appearance, soft-hollow texture, big holes, light brown colour and wet shiny surface and costs Rp 1800/pcs. For chocolate flavour, its content is liquid chocolate in pasta-shaped. And for cheese flavour its content is scraped cheese. From the brand side, company could make Sari Roti brand as a benchmark product for chocolate and srikaya flavour. While for cheese flavour Swanish brand is suitable for benchmarking.