

PIECE AND LOVE CAKERY

MARKETING PLAN

WHO WE ARE

Sisters Kerry and Gigi

We are two sisters creating beautiful things that taste like childhood. We are a small bakery who specializes in weddings, parties, and any occasion that may need cake. The idea was birthed from both sisters' love for creativity, baking, and making moments special for many different people.

The tagline "the greatest of these is love," is the heart behind the whole bakery and each item that comes from it. Each item is thought of and made with love.

Our focus is YOU! We want each of our customers to walk away from Piece and Love Cakery not only with a product that satisfies them but also leaving knowing they are now part of the family!

The following pages will include a SWOT analysis, target market, competitive advantage, positioning, color scheme and finally the product logo.

The greatest of
these is love



SWOT ANALYSIS

Strengths, weaknesses, opportunities, and threats

Strengths:

- The story of the two sisters creates a family feel and environment
- The cakes prices are cheaper than other bakeries
- The idea behind "the greatest of these is love" stands out among competitors
- The market of Houston is big enough so the market for bakeries isn't over saturated

Weaknesses:

- Because they are just starting out, it may be hard to garner business
- There are other professional bakeries in the area that may do the same thing
- The aspect of God might be a turn off to some of the market

Opportunities:

- The idea of a family business is a big hit to many family oriented people
- The pricing of the bakery will beat the competitors
- Close friends and family and "word of mouth" marketing

Threats:

- Other more established bakeries who offer the same products
- Other small businesses in the are
- Not enough experience

TARGET MARKET

Our target market is our ideal customers! Of course, anyone and everyone is welcome at Piece and Love Cakery. However, our target market is who we want to specifically focus our logo, advertising and marketing on. What will draw them in? Who are they? Are they busy? Are they stay-at-home moms?

Below, we will outline age, gender, status, income, personality, and career of our target market.

Breakdown:

Gender: Female

Age: 40-60

Status: Higher status women who like designer things. Maybe have children who are older (high or college age)

Household income: \$60,000 - \$150,000

Career: Stay-at-home or philanthropist/involved in community affairs

This target market will primarily buy desserts and cakes for special holidays, birthdays, for her girlfriends and family get togethers. She will look to you for service because you create custom pieces that she can't find anywhere else in town. Piece and Love Cakery will be ideal for this target market because they want stylish, fashionable cakes for any occasion.

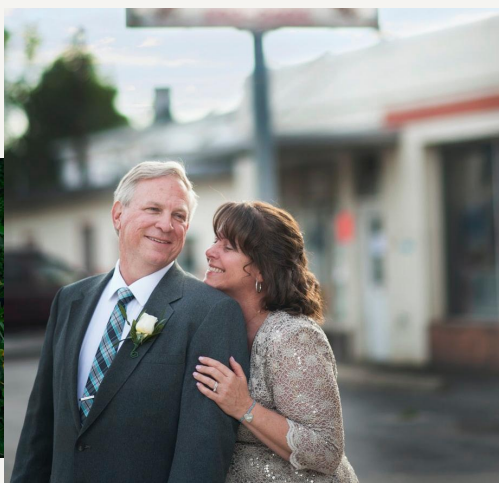
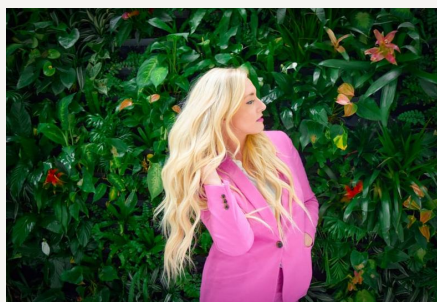
A day in the life of our target market:

Meet Elyse Stevens. Elyse is a stay-at-home-mom to two older children. She is extremely involved in the community and plans events to help raise money for under privileged children and works to aid in many philanthropist projects.

Elyse is a 50 -year-old mom with two kids ages 21 and 25. Because her kids are older and out of the house, she has the freedom to spend her days with girlfriends having lunch and attending meetings for community involvement.

She loves to make birthdays and parties special for her husband, kids and kids friends and her friends but it's hard for her to find the custom high-end cakes she's looking for.

She browses through Facebook and Instagram longing for the perfect custom cake, the Chanel handbag shaped cake, cartoon cake, or wedding decor but can't find it anywhere. That's where Piece and Love Cakery comes in!



COMPETITIVE ADVANTAGE AND POSITIONING

It's highly important that a new business starts off with the right strategies.

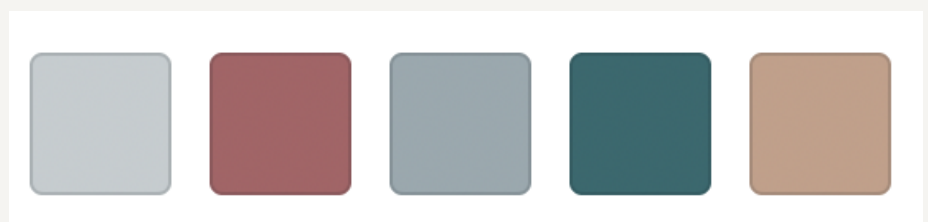
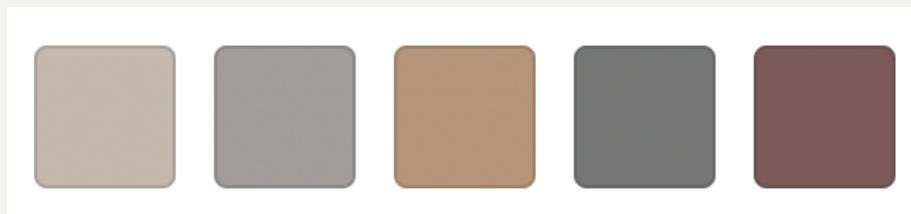
The advantage of Piece and Love Cakery is the family aspect - two sisters who run a business together who create custom pieces that will bring you back to your childhood.

We want our customers to walk away from Piece and Love Cakery feeling like part of the family! We want to create an atmosphere that is professional, high-end, elegant, and friendly.

We also want to have professional and personalized designs for each occasion. That's the beauty of small business - we can cater to you. Whatever you need, we are there to help - no matter the request.

We want to provide for any occasion you may have. We pride ourselves on quality work, on-time deliveries, and unique cake designs. To us, you are already family.

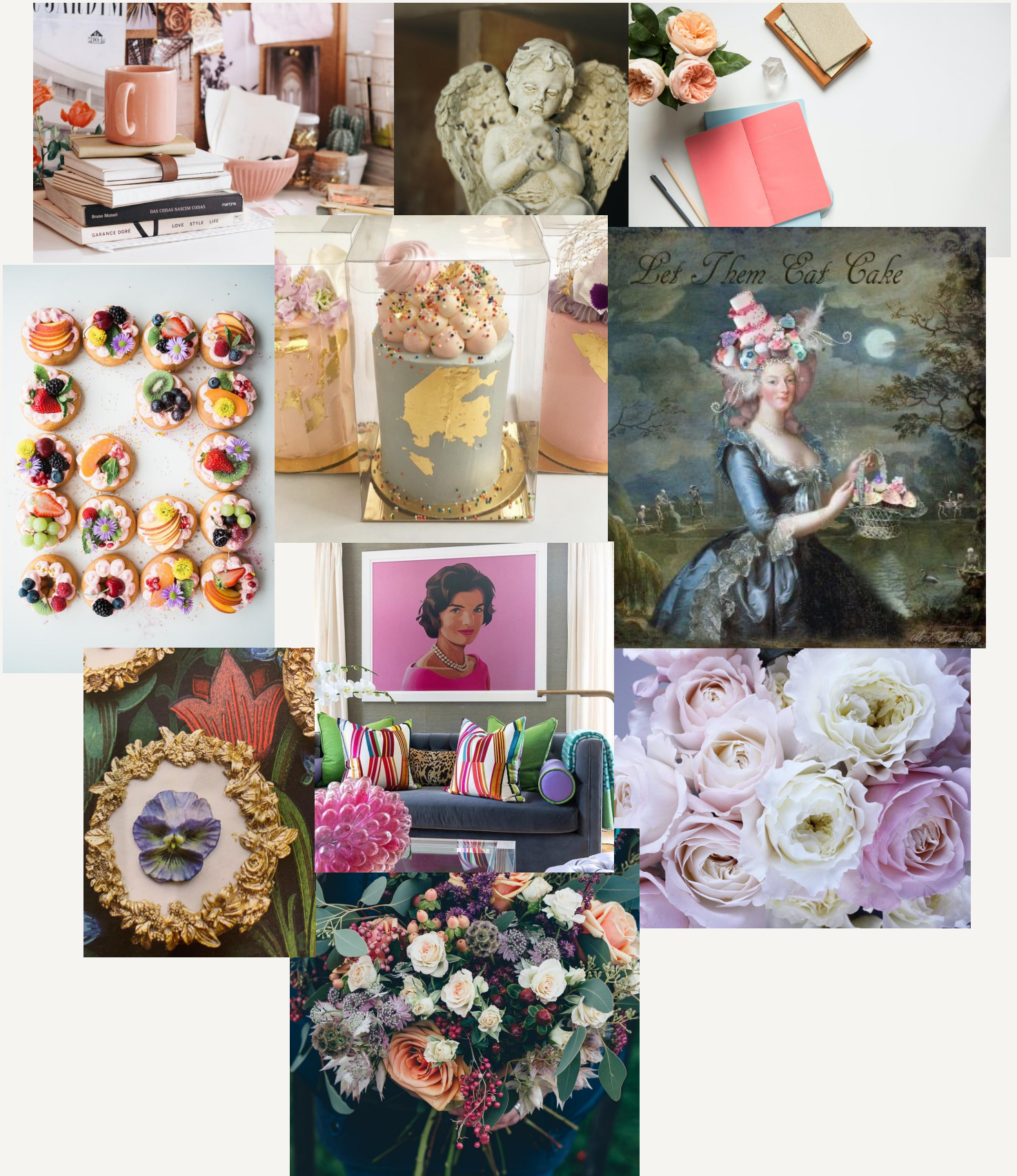
Color Analysis



These colors are pastel, earthy, girly colors that would look great in a bakery branding. The colors are perfect for an elegant look and for the target market

MOOD BOARD

The following mood board is lifestyle photos and color ideas for Piece and Love Cakery



LOGO DESIGN

Piece and Love Cakery



The greatest of these is love