

Executive Summary

- The cake-selling platform solves the problem of scattered cake options and limited accessibility by creating a centralized marketplace for buyers and sellers. Buyers can easily find high-quality cakes tailored to their preferences, while sellers can showcase their creations effectively.

Problem

- **Lack of Options:** Buyers struggle to find their desired cake designs or quality due to the lack of a specialized platform.
- **Inconvenience:** Visiting multiple cake shops or contacting different bakers takes time and effort.
- **Limited Reach:** Individual bakers and smaller cake shops find it challenging to reach potential customers outside their local area.

Solution

- **Browse Cakes Easily:** A variety of cake designs and prices are available on one platform.
- **Compare and Decide:** Buyers can compare cakes based on seller ratings, designs, and prices.
- **Greater Visibility:** Sellers can showcase their cakes to a broader audience.
- **Growth Opportunity:** Expands the market for sellers beyond their local reach.

Market size

- **TAM:** The global online bakery and cake market, valued in billions, with rapid growth due to increasing online cake purchases.
- **SAM:** The segment of cake buyers and sellers within your targeted geographic area (e.g., a specific country or city).
- **SOM:** The realistic market share your platform can capture, considering competition and marketing efforts.

Marketing and Sales

1. Target Audience:

- Cake buyers (Individuals seeking personalized cakes for birthdays, weddings, and special occasions.)
- Home bakers, cake shops, and small bakery businesses.

2. Marketing Channels:

- **Social media:** Instagram, Facebook
- **Influencer Collaborations:** Partner with food bloggers, bakers, and event planners to promote the platform.

3. Sales Strategy:

- Offer **free listings** for sellers initially to onboard more users.
- Provide premium features like analytics and visibility boosts for a fee.
- Create promotional offers for buyers, such as discounts on first purchases or referral rewards.

Unique factor / Competitors

Feature	Elito (Your Platform)	Kapruka	WishQue	Uber Eats	Cake.Ik	Instagram Bakers
Dedicated to Cakes	Yes	No	No	No	Yes	Yes
Buyer-Seller Connection	Yes	No	No	No	No	Yes (DMs)
Customization Available	Yes	Limited	Limited	No	Limited	Yes
Supports Individual Bakers	Yes	No	No	No	No	Yes
Supports Cake Shops	Yes	Yes	Yes	Yes	Yes	No
Payment Integration	Yes	Yes	Yes	Yes	Yes	No
Delivery Support	Yes	Yes (Own Fleet)	Yes (Own Fleet)	Yes (Uber Delivery)	Limited	No (Seller Managed)