

A stylized, high-contrast illustration of a person's face and hand. The face is rendered in a light cream color with thick black outlines for the eyes, nose, and mouth. The lips are a solid red color. A hand, also in cream with black outlines, is positioned near the mouth, with fingers slightly curled. The background is a solid, vibrant orange. Overlaid on the right side of the face and hand is the text "Best Cakes ever" in a large, black, cursive script with a white outline.

Best Cakes ever

Report for the Andrea Lauer's website

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Andrea Lauer - professional pastry chef

Andrea Lauer is a professional pastry chef from Latvia. She has been making cakes, pastries, and other bakery products since 1987. Her specialty is cakes, which are usually recognizable in a snap.

Andrea has made all kinds of shapes and sizes of custom-made cakes, but her unique “signature” in both taste and look is always noticeable. Her cakes are made of all natural products only. She does not use inedible things for decoration,

and the content of sugar is never excessive. She makes all decorating elements herself from scratch. Andrea does not work for any company, as that tends to interfere with her own specific way of making her cakes. She is self-employed and bakes cakes by

order only. She does not have any public advertising, except for some posts on social media. Her advertising is word of mouth and she tends to have quite a high volume of orders. Andrea is now considering setting up a small, one person bakery. She doesn’t have a website yet, but she would like to create one, in order to increase the number of orders further and to expand her small business.

Andrea has worked with a designer before, but for a very different purpose. A couple of years ago, she sought help from an interior designer’s in order to create an interior design project for her living room. She was very pleased with that service because she not only got a good plan for

her living room furniture and visualizations, but also custom-made furniture drawings. Andrea is very excited about receiving this offer to create a website for her small business from the same designer and

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gladly accepted it. She will provide the designer with all necessary imagery, ideas, and information about her work. Andrea: “I have a good feeling to entrust creation

of my website to this young graphic designer. My business is in its early stages, which gives us something in common, we can discover the way together, and it helps us understand each other.”

Why website? Why now?

Nowadays, websites can help achieve a lot more, for example, establishing sustainable relationships with clients. It is probably the best way to compile contacts and correspondences of clients. It is crucial to always keep in contact

with your customers. This is not a minor factor in any business development. We cannot anymore imagine our life without computers and mobile devices, and we use websites for so many things. Through a website

it is possible not only to present a company, but also to sell goods and services.

The most important information on a website must be clear and easily perceptible. By creating websites in foreign languages, we can reach out to other potential customers, who otherwise would be excluded.

Customers should be able to easily get information about Andrea's work and products. There should be an opportunity to add photo galleries, videos, presentations, visual aids, etc.

The website has to serve a variety of functions. In addition

to advertising, it should be possible to place and accept orders of her products (ability to use payment cards.) This should be an easier and cheaper for to organize advertising campaigns to attract new customers and also receive customer feedback, which is an important measure of business optimization.

Websites should not be oriented to a certain group of people. It should be aimed at everyone who need or are interested in the product or service.

In this case, the website visitors will have one common goal - order the best possible cake for their celebrations.

The success of this website will be measured by comparing the current amount of orders a month to the number of orders, including new clients as well as returning clients, once the website is available.

Properly designed website means the immediate recognition. Each entrepreneur should realize that a website can be an important tool for earning money. It saves loads of time because information posted on the Internet reaches the client immediately. Another important factor is the cost: a website always will cost much less than advertising in press, radio or television. A website is an effective long-term investment and it will always pay off. Finally, a website takes care of a natural human dislike of reaching out via phone or the need to spend ones valuable time to personally visit the business. Many people prefer to do at least the initial step of a business transaction/purchase online.