



*Bake By Us*

## University Of Memphis

MIS 7710 Spring 2022

Web Analytics for Business

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## Table of Contents

<a href="#"><u>Abstract</u></a> .....	3
<a href="#"><u>Company Goal</u></a> .....	4
<a href="#"><u>How Different we are</u></a> .....	4
<a href="#"><u>Why Organic</u></a> .....	4
<a href="#"><u>Domain</u></a> .....	4
<a href="#"><u>Target Customers</u></a> .....	5
<a href="#"><u>Marketing Strategies</u></a> .....	5
<a href="#"><u>Competitors</u></a> .....	6
<a href="#"><u>Swot Analysis</u></a> .....	7
<a href="#"><u>References</u></a> .....	7



***Abstract: -***

bakebyus.com is a start-up-based website that provides organic foods online. This is an uncommon website with great features. On this website, customers can choose a variety of foods with just one tap on their mobile/web. These organic foods are processed and grown by federal guidelines; Customers can also customize their own choice on orders. By doing this, people can buy fresh food that doesn't contain any preservatives and contains more vitamins, minerals, and micronutrients, making healthier life. We can also provide what ingredients we have used and our safety measures. We mainly focused on people having celebrations and individuals who can be accessed through a web address.

It is a static website that includes user interactions, login areas, and forms. We do a return policy also if the customer buys something else. Instead, they want. Customer satisfaction is more important to give a rating, share and comments about the service, and customers can review orders. It helps to improve business efficiency. Our aim is to increase traffic generate more sales. If they want additional information can contact by contacting us tab on the website. This is a website user-friendly. It allows buyers to search and customize their orders within the website page easily. Customers can track their food delivery estimated time for preparing and arriving, and it helps them to know when they get the order at a certain time.

██████████ develops this website. We got this idea and researched organic products, that most food ordering websites don't provide organic foods nearby areas, and started thinking about it. Created a variety of deserts, most customers are likely to buy Cakes, chocolates, and Cookies that we are selling on the website. It's a unique idea about our business. It may inspire a customer to click on the link. Our team is responsible for ongoing maintenance. These days, people are eating junk foods that are unhealthy. It doesn't make a healthier diet balance, so we sell high quality deserts nearby.



### ***Company Goal: -***

Our short-term Goal is to provide quality food and healthy food to the customers and get their satisfaction, reviews and our long-term goal is to establish multiple branches all over the country and become No 1 in the baking industry.

### ***How Different We Are: -***

we bake by us have a unique taste compared to the other competitors and provide customized cakes and chocolates as per the customer's ideas to make any occasion more special and cheerful, which makes us different from others and care for our customer health. So, we don't use any harmful ingredients, colour, and preservatives. Everything is made organic like fruits, dry fruits, proteins & vitamins. We also have products for every kind of diets like vegan products and keto products. If you once tried our cakes and chocolates, they may say that these are the cakes you want to serve your guests. And the kitchen which we use at our place are highly configured machines which are used nowhere. We also place their photos on the top of the cake. So, we are unique.

### ***Why Organic: -***

Organic foods are produced by without using chemical fertilizers, pesticides or other artificial agents. Natural plant matter is an example of something that would be described as an organic. Organic foods often have more beneficial nutrients such as antioxidants than their conventionally grown counter parts and ppl with allergic to foods. Chemicals or additives may discover their indications reduce or go absent when they eat as it were natural nourishment. Organic food is now a regular feature in most of the supermarkets. Now a days people are prone or attracted towards organic grown food or delicacies that will improve the health.

We bake by us provide deserts that are made from organically produced food which will give you natural sugars and fruits.

### ***Domain: -***

BakeByUs is a start-up bakery in which all types of Customised cakes, Chocolates, and cookies are prepared as per the customer's needs. We make every item by using organic ingredients and make our recipe in a unique style and satisfy customers.



### ***Target Customers: -***

Irrespective of all Ages, baked items are liked by everyone where Customized cakes are trending in the market like engagement, first birthday, anniversary, getting a new job. Whatnot, we make sure that customers are going to impress because we give our special touch to our products that makes different from competitors. When it comes to special gifts and chocolates, they play a key role in it. Giving a bar of chocolate to a loved one makes the accusation special. Hence, we provide customized chocolates so that customers can customize their own chocolates, so the accusation is much more specials, another most interesting to our customers is cookies. Cookies are small and preferred to carry easily and given as a good snack or little cheering up, and Cookies are also used for offering to the new friends to make new friends in our life our specialty is to make handmade cookies which are specials and give to the customers. So, we target all the customers from children to adults.

### ***Marketing Strategies: -***

We attract the customers through our website and social media platforms, get detailed information about their choices and advise them with some ideas by knowing their occasion. We try to develop a relationship with the customers those results in a lifetime customer leads to further sales by communicating with others. Our bake by us products will get recognized for their flavour and taste. Customized cakes are trending in the market like engagement, first birthday, anniversary, getting a new job and whatnot, we make sure that customers are going to impress because we give our special touch to our products that makes different from competitors. To make it easy, we also take online orders. We deliver the parcels for the convenience of the customers, and the website is user-friendly and has many sample cakes, cookies, and chocolates to choose. You can also reduce your amount by taking a cookie combo we provide: take any item with a cookie, and you get a discount. We have some special products and discounts on festival times and regular customers. All your dreams come true.

Almost all people have smartphones and use social media regardless of age. This is one of the best solutions for our promotions. We post pictures and videos of our products on Instagram and Facebook, which gradually increases the visibility. To increase traffic for our sites and platforms, we run many campaigns and get feedback from the audience for our business. We also improve our business by providing an online feedback form to our customers.



**Competitors: -**

<https://hayleycakesandcookies.com/>

Hayley Cake and cookies are a team of talented individuals that provides superior quality baked products like cakes, cookies, cupcakes, and sweets stated in 2013. That passion quickly turns into a popular bakery business venture for her unique doodles on cakes and cookies. They create your lovely ideas into beautiful edible art for any of the occasions like baby showers, birthdays, wedding anniversaries, events, and so on. They also customize any design that is in your mind and complete the task as a challenge. They add lots of sugar, butter, and fresh ingredients and bake, which tastes yummy. They take pre-orders and deliver them to the given address, date, and time. If no date is available, then the delivery by next day. First, you need to give some basic information about yourself. The price depends upon the product you choose, and if you need to send a cake as a gift to someone, there is also a gift message card available, showing you the total amount, you need to pay and adding some tips if you want to.

They now created a new book which is available on Amazon. The book contains all the recipes and guides you step by step of cakes and cookies with lots of unique designs for experts and beginners.

<https://www.frostbakeshop.com/>

Frost bakes shop is a family-owned bakery in Mid-South which came into existence in 2004, and they provide cakes and all types of desserts with modern baking techniques. They entirely make cakes from scratch- 9-inch and 6-inch layer cakes without using preservatives and tastes fresh for days. Their main goal is to make cakes that taste as good as they look. They personalize the cakes with a message, sprinklers, and glitter, and they don't charge extra for that. All of Frost Bake Shop's cakes and desserts are baked in their local bakery. Cookies are baked fresh each day. As always, mini pies are made from scratch and give their best. There are also two types of cheesecakes. Large are 9-inch whereas Mini is 3 inches. They also serve desserts in mini boxes for about 12 people with an additional charge of \$2.



## SWOT ANALYSIS: -



## References: -

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