# Project Proposal – The Cake Cartel

**The Cake Cartel E-Commerce Business**

## 1. Executive Summary

**The Cake Cartel** is an e-commerce cake company looking to transform how desserts are ordered, experienced, and delivered all over the world.

The Cake Cartel is entering the online space after thorough research of increasing demands for convenience, better experiences, and personalized delivery. Our business enters the e-commerce food sector and we are offering business to consumer goods, business to business solutions where we distribute to smaller stores or supermarkets.

Our strategy in terms of upscaling is to scale first within South Africa, then expand into international markets such as the US. The Cake Cartel will provide efficient global cake delivery while curating the world’s best dessert offerings under one digital roof.

## 2. Trend Analysis

### E-Commerce & Food Delivery Trends

Key trends impacting our business model include:

**Personalization** in food is no longer optional, consumers expect their orders to reflect unique occasions, themes, and preferences. Cakes, often at the center of celebrations, are prime for personalization.

**Food** has become a marketing tool in itself. Cakes that are visually stunning tend to attract viral engagement, influencing purchase decisions and brand loyalty.

**Business to consumer** models are allowing food brands to build direct relationships with their audiences, bypassing traditional distribution limitations.

These trends support the feasibility and timing of The Cake Cartel’s entry into the market.

**Our sources are:**  
Statista (2024), McKinsey on Food & Delivery (2023), Shopify Food Trends Report (2024), Deloitte Consumer Pulse Reports (2023)

## 3. Business Description

### The Business Idea

**Name:** The Cake Cartel  
**Platform:** E-commerce Website & Mobile App

### Core Offerings:

**Business to consumer** luxury cake sales from our in-house brand.

**Partner bakery fulfillment**: onboarding other bakeries who use our platform for packaging and distribution.

**Corporate & B2B bulk orders**, including branded cake gifting and hospitality partnerships.

**Event & Celebration Custom Orders**: For weddings, birthdays, holidays, and brand events.

### Business Model

We operate on an **eCommerce model** with an integrated **distribution fulfillment layer**. The Cake Cartel functions both as a **seller and logistics facilitator**, offering:

A digital storefront for our cakes and partner products.

Storage and fulfillment services for local and international shipping.

Payment gateway integration.

Support for third-party branding and white-label B2B offerings.

### Value Proposition

**Premium experience** from unboxing to tasting.

**Global cake access** through curated partner bakeries.

**Convenient, digital-first ordering** with personalization options.

**Reliable logistics**, even for frozen/perishable goods.

**Appeal to both B2C and B2B segments**, maximizing reach.

## 4. Market Opportunity

### Our Target Market

**Primary Customer Segments:**

Our target audiences are spaces that include birthday cakes, romantic gestures, wedding cakes, or gifting experiences.

**Corporate Clients**: Holiday gifting, staff recognition, team celebrations.

**Hotels, Cafes, and Event Planners**: Custom cakes, resale agreements, themed dessert bars.

We did our research on the nationalities mentioned that have the ecommerce motion and a culture of food celebration.

### Feasibility

**Supply Side**: Partnering with bakeries is straightforward. We offer them wider exposure and handle fulfillment, creating a mutually beneficial relationship.

**Packaging**: We plan to use heat-insulated, shock-resistant packaging that preserves freshness and displays the brand name.

**Shipping Logistics**: Ingredient and packaging delivery is now viable through providers like **DHL**, and **FedEx temperature controlled Shipping**.

**Payments**: Integration with **PayFast**, **PayPal and** **Stripe** ensures global coverage and convenience.

## 5. Revenue & Marketing Strategy

## Revenue Streams

**Direct sales** of The Cake Cartel’s own cakes.

**Corporate contracts** with bulk order pricing.

**Brand collaborations** (e.g., celebrity chefs, influencers).

### Marketing Channels & Tactics

**Social Media Marketing**: We are thinking of using instagram campaigns, behind the scenes TikTok reels where we are in the process of makng the dessert goods and food influencers to drive trust.

**Influencer Gifting Campaigns**: Send branded cake boxes to lifestyle influencers, food critics, and celebrity chefs.

**Email Marketing**: Birthday reminders, cake recommendations, order milestones.

**SEO & Content Marketing**: Cake stories, recipe blogs, origin stories of international cakes.

**Pop-Up Events & Brand Activations**: Exclusive launches or seasonal boxes introduced via luxury pop-ups or market stalls.

## 6. Competitor Analysis

### Direct Competitors :

| **Brand** | **Strength** | **Weakness** |
| --- | --- | --- |
| The Treat Company | Premium gifting brand | Limited cake variety, not D2C-focused |
| OrderIn (SA) | Local delivery experience | Not focused on cakes, general food |
| Lola’s Cupcakes (UK) | Strong cake brand in UK | Not global, no multi-vendor support |
| Milk Bar (US) | Global dessert recognition | Not open to external vendors |
| UberEats/Cake Category | Fast delivery | Generic options, no luxury branding |

### Our Competitive Edge :

**Scalable multi-vendor model** with international scope.

**End-to-end logistics** handled in-house or with partners.

**Highly curated product line** with a focus on aesthetics and gifting.

**Digital UX personalization**: track orders, gift messages, AI-driven recommendations.

## 7. Payment System

### 💳 Supported Payment Methods

**PayFast** – For local South African payments (card, EFT).

Paypal

Apple Pay

**No Cash on Delivery** – All orders pre-paid for logistical efficiency.

### 🔐 Security & Integration

PCI-DSS compliant payment processing.

Secure socket layer (SSL) encryption across checkout.

Tokenized payments for recurring orders.

GDPR and POPIA data protection compliance.

Real-time order tracking via SMS, email, and app notifications.

## 8. Customer Relationship & Experience Strategy

### 🫂 Customer Experience Features

**24/7 Customer Support** via WhatsApp and Live Chat.

**"Cake Concierge"**: Assistants for event planning, custom cake orders, and recurring deliveries.

**Luxury Unboxing**: Handwritten notes, reusable packaging, signature ribbons.

**Subscription Dashboard**: Manage flavors, deliveries, and gifting calendar.

### Customer Relationship Management

**Loyalty Program**: Earn points per purchase, redeem for discounts or limited drops.

**Birthday Reminders**: With customer permission, birthdays are logged and trigger automated cake discount offers or free surprise items.

**Post-Delivery Surveys**: Short feedback forms incentivized with discount codes to improve service and collect reviews.

**Customer Profiles**: Data-driven personalization for repeat orders, seasonal suggestions, and custom promotions based on preferences.

Together, these tools help us build a brand that is not just transactional, but relationship-driven — a key differentiator in the luxury food space.

## 9. Conclusion

The Cake Cartel is positioned at the intersection of luxury, personalization, and e-commerce — three markets that continue to grow rapidly both individually and in synergy. As a digital-first, logistics-powered, multi-vendor cake brand, we are reimagining how people around the world celebrate.

From intimate birthdays and everyday sweet-treats to large-scale corporate events, we make it possible for consumers and businesses to order the world’s finest cakes and desserts, delivered to their doorsteps with just a few clicks. By offering a centralized, beautifully branded experience with scalable partnerships and modern fulfillment, The Cake Cartel will become a dominant player in the global luxury dessert market.

This proposal outlines a business that is not only innovative but feasible — logistically, technically, and financially. With a clear rollout strategy, differentiated offerings, and deep understanding of consumer behavior, we’re confident in The Cake Cartel’s success as both a business and a brand.