# Small Business: Baker’s Delight

Small Business Proposal: "Baker's Delight"

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Small Business Proposal: Baker's Delight

**2.1 Organisation Overview**

Name: Baker's Delight

History: Family-owned bakery established in 2015, specializing in artisanal breads and custom cakes

Mission: "To bring joy to our community through handcrafted baked goods made with love and quality ingredients."

Vision: "To be the neighborhood's favorite bakery."

Target Audience: Local residents (ages 25-65), event planners, café owners

**2.2 Website Goals and Objectives**

Primary Goal: Increase online orders by 50% and attract wholesale accounts

KPIs:

Online orders (target: 75/week)

Contact form submissions (target: 30/week)

Newsletter signups (target: 200/month)

Social media referrals (target: 40% of traffic)

**2.3 Current Website Analysis**

Strengths: Basic information present, good product photos

Weaknesses:

No online ordering

Outdated design

Poor mobile experience

No SEO optimization

**2.4 Proposed Website Features and Functionality**

Core Pages:

Homepage with featured products

Menu/Product Catalog

Online Ordering System

About the Bakers

Gallery

Contact/Location

Special Features:

Online ordering with pickup scheduling

Seasonal specials section

Customer testimonials

Instagram feed integration

**2.5 Design and User Experience**

Color Scheme: Warm tones (cream #FFFDD0, cinnamon #D2691E, raspberry #E30B5D)

Typography:

Headings: Playfair Display

Body text: Lato

Layout: Product-focused with clear visual hierarchy

UX Considerations:

Streamlined checkout process

Mouth-watering food photography

Store location with interactive map

**2.6 Technical Requirements**

Hosting: Shopify eCommerce plan

Domain: bakersdelight.com (redirect from current .net)

Tech Stack: Shopify platform, Liquid templating

Apps: Order pickup scheduler, Instagram feed

**2.7 Timeline and Milestones**

|  |  |
| --- | --- |
| Week | Milestone |
| 1 | Product Photography & Content Plan |
| 2 | Shopify Setup & Theme Selection |
| 3-4 | Design Customization |
| 5 | Menu & Order System Configuration |
| 6 | Testing & Training |
| 7 | Launch & Marketing |

**2.8 Budget**

Shopify Annual Plan: R348

Domain: R15

Premium Theme: R180

Product Photography: R500

Total: R1,043

**2.9 References**

Shopify eCommerce benchmarks

Food photography best practices

Local SEO guidelines for small businesses