

Presented by team
saturn rings

CAPSTONE CHALLENGE

TURNING HOMEBASED BUSINESS
INTO ECOMMERCE



MEET THE TEAM



SVESH
(LOGISTICS & OPERATIONS
MANAGER)



SAKETH
(QUALITY ASSURANCE &
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SPECIALIST)



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(E-COMMERCE DEVELOPMENT
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LASYA
(CUSTOMER EXPERIENCE
AND STRATEGIST)

INTRODUCTION



Flavours is a home-based bakery that currently operates primarily through Instagram and WhatsApp. While the products are appreciated for their quality and presentation, the ordering process is manual and time-consuming, making it difficult to handle growing customer interest.

KEY CHALLENGES



No dedicated website for browsing products, checking prices, or placing orders.



Manual order handling increases chances of delays



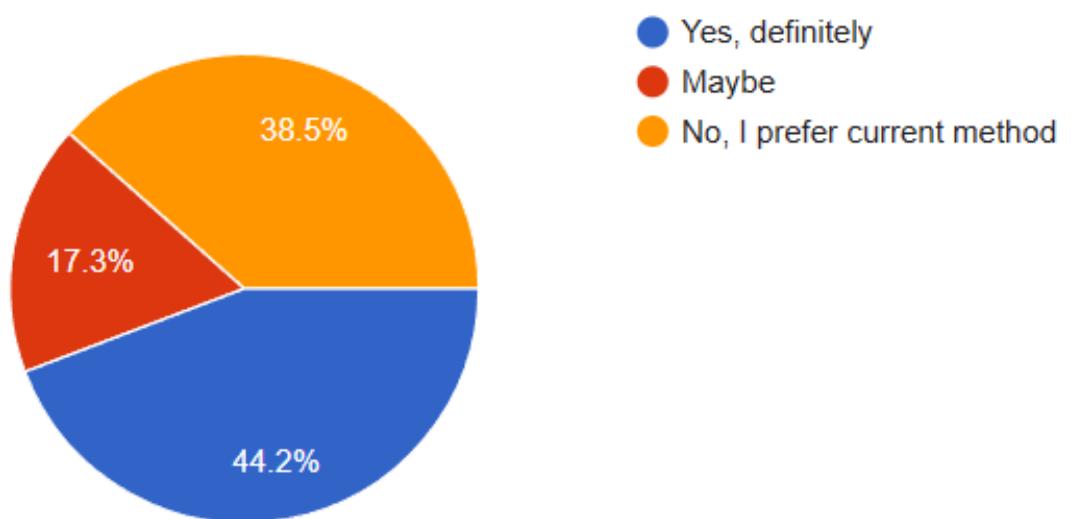
Limited reach beyond existing local followers



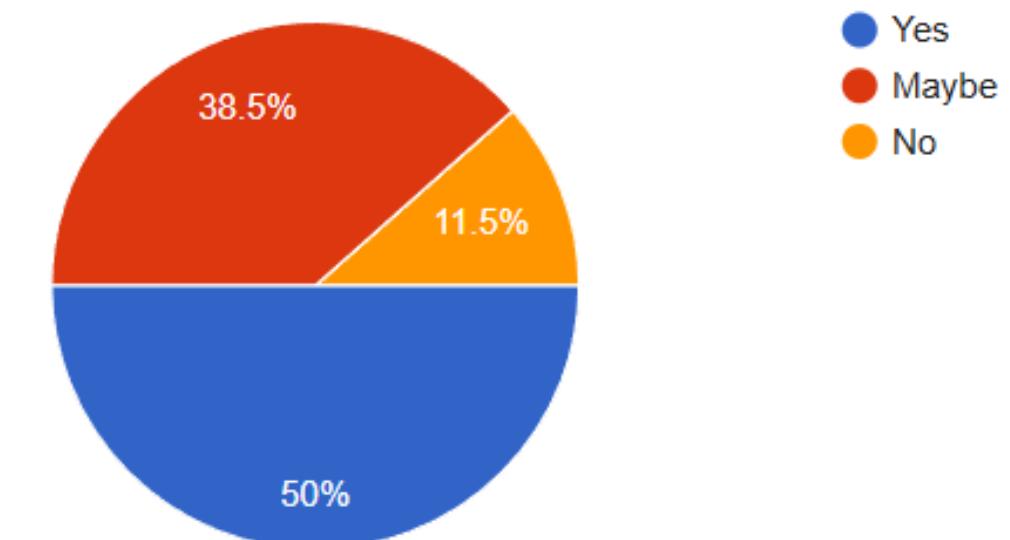
Lack of customer data and insights.

DATA

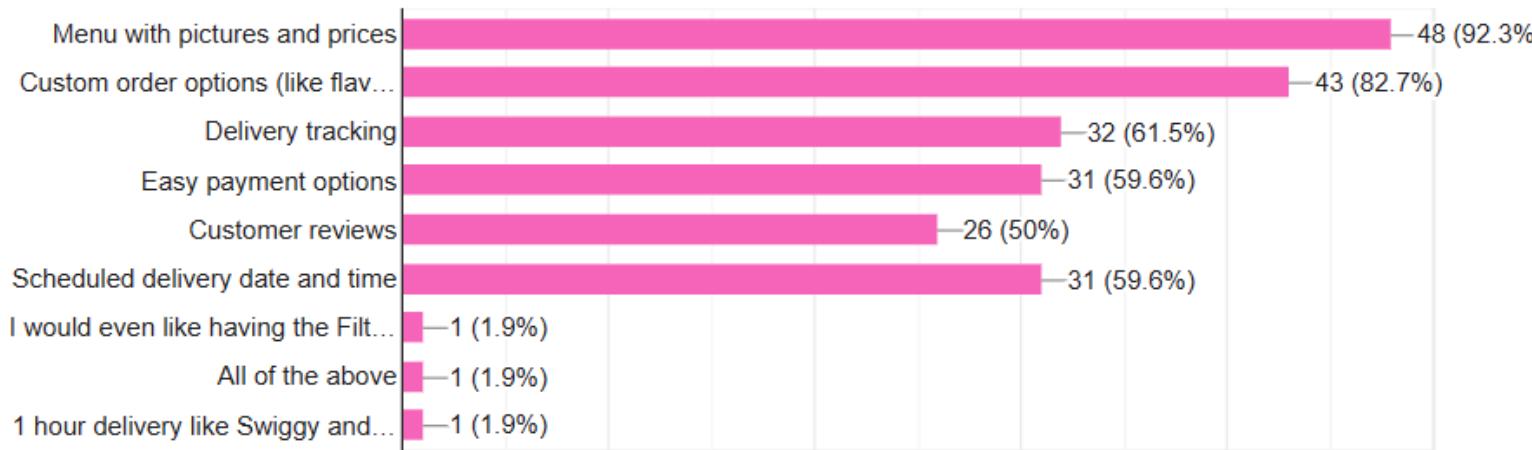
Would it be more convenient for you to order from Flavours through online food delivery apps like Swiggy or Zomato?



Would you like to be able to order Flavours through an official website?

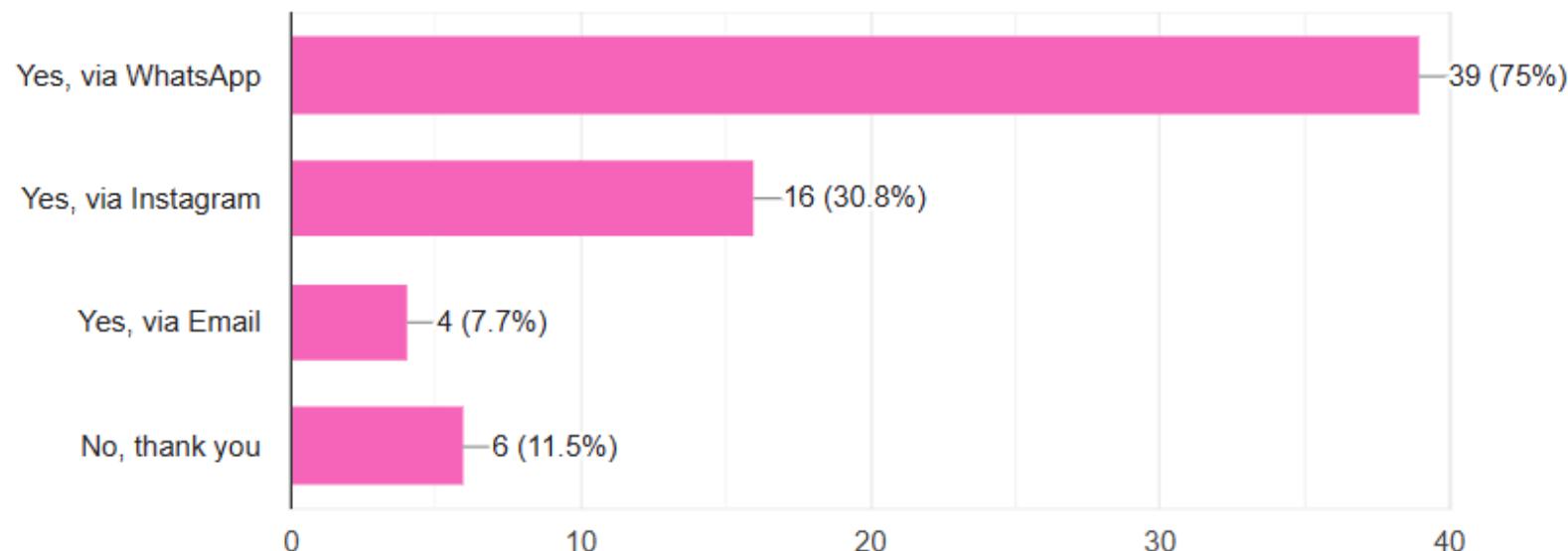


If Flavours launched an online store or app, what features would you love to see?
(Select all that apply)

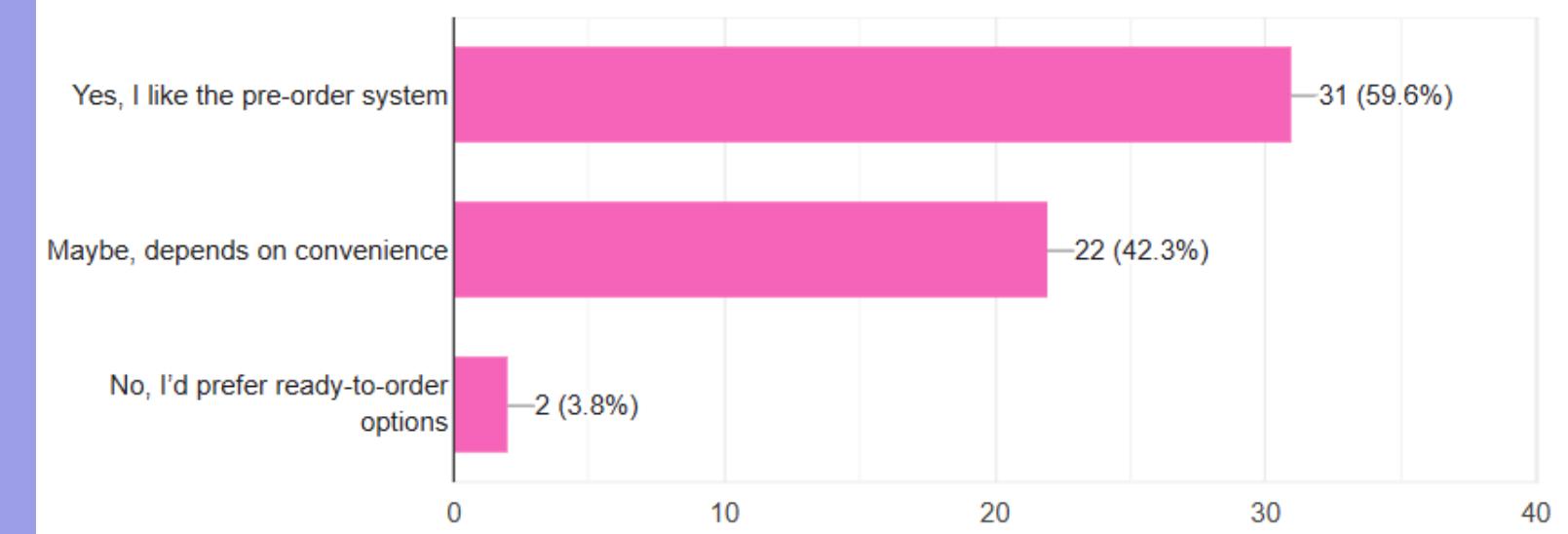


DATA

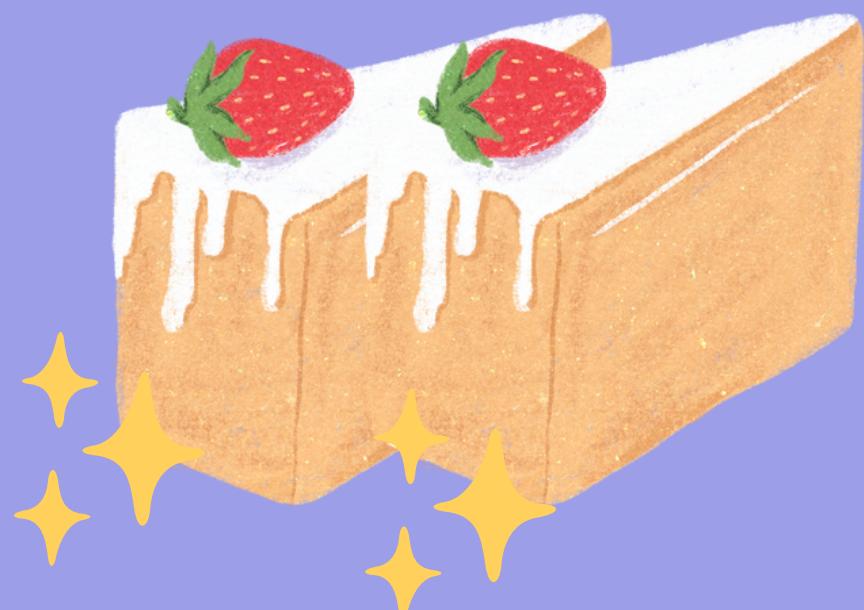
Would you be open to receiving updates about new products, seasonal offers, or online launch notifications from Flavours?



Would you still want to place pre-orders if Flavours becomes available online?



OBJECTIVE OF THE CAPSTONE PROJECT



TO TRANSITION FLAVOURS INTO AN E-COMMERCE-READY BAKERY BY CREATING A WEBSITE, IMPROVING CUSTOMER EXPERIENCE, AND STREAMLINING OPERATIONS—FROM PRODUCT BROWSING TO DELIVERY.





PRIMARY RESEARCH



100% respondents have ordered from Flavours before, showing a loyal customer base.

Most popular items: Cakes, brownies, and cupcakes.

Ordering platform: Majority currently order via WhatsApp or Instagram or even google reviews.

Ordering experience: Rated as easy, but several mentioned delays and back-and-forth messaging and would be interested in trying new online ordering methods.

Customer interest in a website: Over 90% said they would prefer a website for easier browsing, order placement, and payment.

Top requested features:

Menu with pictures and prices, Custom order options, Delivery tracking, Scheduled delivery ,Customer reviews



SECONDARY RESEARCH



Market Trends

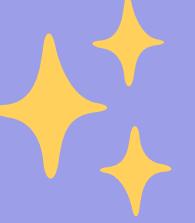
Growing demand for homemade, preservative-free, and customizable baked goods.

Online food ordering has become the norm—customers expect quick, digital ordering experiences.

Many consumers now prefer to support local/home-based businesses that offer quality and personalisation.



SECONDARY RESEARCH



Competitor Insights

Local home bakers often rely only on Instagram or WhatsApp for orders.

Most competitors don't have structured websites, clear menus, or order tracking systems.

Established bakeries have websites, but lack the personal, handmade appeal that Flavours offers.

Competitor Insights

There is a clear market gap for home-based bakeries with a professional online presence. Flavours can stand out by offering both homemade quality and digital convenience.

COMPLETED SO FAR



SURVEY COMPLETED BY A SIGNIFICANT NUMBER OF CURRENT/PAST CUSTOMERS DATA GATHERED ON:

Brand Engagement & Loyalty

Product Satisfaction

Platform Preferences

Feature Expectations

Order Preferences

COMPLETED SO FAR



ONGOING / NEXT STEPS

Instagram Polls & Stories:

Use Instagram features like polls, sliders, and Q&A boxes to quickly gather opinions (e.g. “Which cake do you want to see next?”).

Beta Website Testing:

Before the full launch, share the website link with a small group of trusted customers to test the ordering process and share honest feedback.

Simple Order Tracking Sheet:

Until automation is ready, use a shared Google Sheet to track orders, delivery status, and customer responses—easy to manage as a team.

Set Up Google Analytics:

Prepare basic website analytics setup to track number of visitors, order completions, and which products get the most attention.

NEXT STEPS



PHASE - 1

WEEK 1-2

Finalize wireframes and layout for the website; Choose a platform (WIX.)

PHASE - 2

WEEK 3-4

Website development, product uploads, price listings, and integration of secure payment options

PHASE - 3

WEEK 5-6

Launch digital marketing efforts (Instagram ads, influencer posts, SEO setup), and start website testing

PHASE - 4

WEEK 7-8

Collect feedback from test users, fix bugs or issues, and prepare for official launch