

Cookies

- Chocolate Chip
- Oatmeal Butter-scotch
- Coconut
- Almond Apricot
- Chocolate-Dipped Shortbread

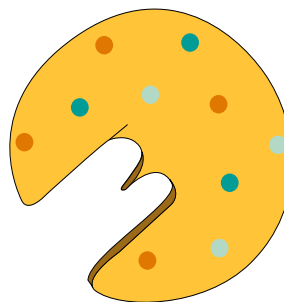
Macarons

- Lemon
- Lavendar
- Strawberry

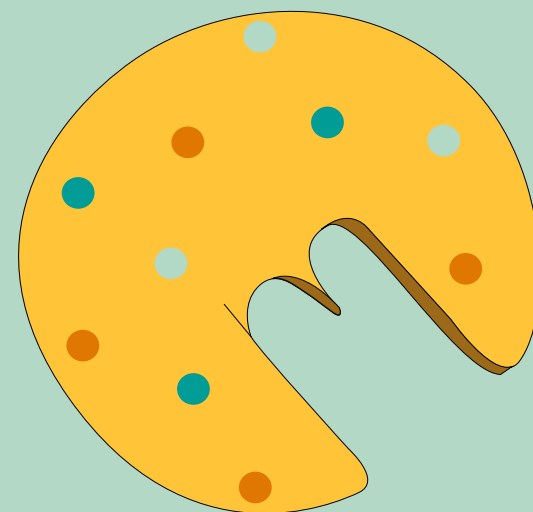
Scones

- Mixed Berry
- Lemon Rosemary

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MORSLES BAKERY



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My fictitious business is a bakery named Morsels which is located in Long Beach, California in the southwest downtown area of 2nd Street. Morsels is a small business that sells a variety of baked goods but is primarily known for its cookies and scones. In addition to the baked goods as products, Morsels provides a catering service for events, such as birthday parties, reunions, etc. The combined products and service of Morsels meets the needs of its target audience by offering treats for all occasions: as a great start to the morning or end to a busy day as well as a way to celebrate a special occasion. The target market of Morsels ranges from young adults to middle-aged adults and families who live in the surrounding neighborhood that consists of wealthy and active individuals. To attract this target audience, Morsels wishes to portray a bright and inviting yet modern image.

