Creative Brief:

Creating Abby’s Bake Shop in the Miami Design District

**Background Summary**

Abby’s Bake Shop caters to a client that loves all things pastries, baked goods, and desserts. This website is for a neighborhood bakery in the Miami area made by founder Abby Podolsky (me!) that cultivates a passion for top-notch customer service and a dedication to community. The bake shop plans to use the best ingredients and let the welcoming staff make the customer feel right at home. We offer anything from s’mores, to cookies, to cakes, to breads and jams.

**SWOT Analysis**

* 1. **Strengths:** Abby’s Bake Shop is very unique. It has a family bake shop feel and will offer the consumer exceptional taste experiences. These award-winning desserts have been handmade in the owner’s home (Abby Podolsky) for many years and offers unique recipes online for people to buy and learn themselves how to have the homemade, bake shop goods in their own kitchens.
  2. **Weaknesses:** There are many bake shops around the Miami area, and Abby’s Bake Shop lacks funding to be placed in the unique Miami Design District. Abby’s Bake Shop’s website will be a huge factor in whether there is a lot of desire for the store to be made there (based on the website traffic). That is why this website will have to be so unique – the customer will be drawn to it and sign the petition for us to have a store there.
  3. **Opportunities:** If Abby’s Bake Shop is in the Design District, it will be the only unique bake shop that offers pastries and recipes in store. It will be the first family-feel business in the district that is overrun with designer brands and chain stores or restaurants. If the company is successful, it could take over the area as a unique bake shop in Miami that will bring many visitors.
  4. **Threats:** Miami customers, especially those of the Design District, value excellence, precision, and quality in their products. It is a very competitive atmosphere to have a business. If the company is successful, there is a chance that other stores will open to compete with the family-feel business (Abby’s Bake Shop).

**Overview**

The project is to raise money for Abby’s Bake Shop. The goal is to open in the Miami Design District. The Bake Shop has been locally run in Abby’s neighborhood for 5 years, but she wants to create a website that showcases all that the company has to offer. Hopefully, the website will attract customers that will petition and raise money for the bake shop to be available in the Design District.

**Drivers**

Our goals are to raise money, make customers feel at home, and showcase our incredible recipes and products. Through a website, we are looking to foster a community that will rally behind Abby’s Bake Shop for its success, and build relationships with people that love baked goods just as much as we do!

**Audience**

We are speaking to food-lovers, local Miami residence, and investors about our new company. They will all be attracted to the company’s communal feel and amazing, delicious products. Hopefully, they will want to visit our shop in person at a new location in the Miami Design District! The raised money will go toward making the shop feel as homey as possible.

**Competitors**

The competition is the local businesses already established in the Design District. It will be difficult to be a new bake shop, let alone a new genre of restaurant in the area, so that may just be more of a concern for us coming in. Hopefully with marketing and our website design, we can make the shop as attractive as can be to consumers. We will also be competing with local bake shops such as Misha’s Cupcakes. Misha’s makes over 10,000 cupcakes a day, in over 36 flavors. They also produce cake-in-a-jars, cakes, brownies, and cookies. Unfortunately, we do not deliver – but we do offer far more varieties of products than Misha’s and can advertise that on our site. We also offer recipes online for purchase, which Misha’s does not. Misha’s strengths are in their delivery service, and the quantity of products they can produce. Their weaknesses are they do not have a website as decadant as ours, and only offer a select product range. They are threatened by companies like Abby’s Bake Shop that offers a family feel and recipes; which they do not. However, they have opportunity in the fast delivery business which is becoming more and more popular.

**Tone**

We are communicating through numerous visual photos and step-by-step recipes for our online audience to promote our brand. We want to make others feel at home with our recipes, build a communicative-online-communities, and obviously, feed those who are hungry for sweets! The approach is relaxed, comfortable, familiar-feeling, and positive.

**Message**

We are saying that people should come to our bake shop and enjoy our products. We are also saying that people that feel strongly about our company succeeding should help fund our entry into the Miami Design District; whether it be with donation or petition signing. The words are not already developed; the words will be researched and Abby’s Bake Shop will create its own unique message.

**Visuals**

We are picking up existing images from baked goods in the area and creating recipes and making the goods in our shops.

**Details**

Abby’s Bake Shop has a funding page asking for $10,000 to help with the start-up going into a larger area (Miami Design District). This goal will be due by June 2020. Abby’s Bake Shop will hopefully be built for the summertime.

**People**

Abby’s Bake Shop wants to open up the bake shop in the Miami area, but needs the help of the Miami Design District director to approve it. We will keep the Design District team informed through our funding page where people can sign a petition to have the bakery in the area.

**5 Websites That Inspired This:**

1. <https://www.tatesbakeshop.com>
2. <http://susiecakes.com>
3. <https://noevalleybakery.com>
4. <http://fillmorebakeshop.com>
5. <https://elliesprov.com>