**Executive Summary – Cupcake Company**

The Cupcake Company is a two-store operation slated for future expansion into new markets. Talking to multiple management positions at the company, it is glaringly obvious that they do not have a modern system for bookkeeping, sales, and payroll management. While keeping everything manually is okay for a store or two, the company's future growth will bury the current structure in papers if it relies on the manual method.

Moving to a point-of-sale system would significantly improve the whole customer process and create centralized system management that could pull reports such as keeping track of sales and repeat customers. Square is a popular system for this, offering numerous services to help businesses grow and expand.A screenshot of a phone

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They offer discounts and trials for new members, so investing in their system is simple. They also offer add-ons such as payroll management and marketing tools to help marketing reach new and existing customers.

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The Cupcake Company is currently a cash-only business for customers. Switching to Square, which offers 2.6% + $.10 for each transaction, makes it affordable and could increase business in-store and incorporate online orders for their considerable catering opportunities.

Switching to Square will give the tools needed to do day-to-day business and help management keep up with much-needed accounting and scheduling tools if desired. Square is an easy and accessible system that can be tailored to small business needs and help the Cupcake Company grow into the Cupcake conglomerate it can be.