**Problems/Solutions**

**Problems:**

- Accessibility is low because she only has one location.

*Solution:* Create a website that is organized and easily accessible. Allow orders/purchases through the website. List pictures of every cake and topping with prices.

- Inefficient order format

*Solution:* organize and keep track of orders. Make it easy to read nad easy to access.

- Inefficient payment process

*Solution:* Use her website as a platform for potential customers to purchase her product easily and safely.

- Branding identity

*Solution:* Keep a similar theme across all means (Website, Facebook, etc.). Be sure to have all information properly updated such as links on Facebook, phone numbers, etc.

- Inefficient accounting and revenue tracking

*Solution:* Use a database to keep track of each purchase and sale.

- Lack of customer database

*Solution:* Track each customer interaction with the company and keep a database of all the possible repeat customers.

- Can’t manage sales

*Solution:* Keep track of sales using a online database.

- Inefficient delivery

*Solution:* Find a reliable outsourced delivery service or hire

- Lack of coordinated communication

*Solution:* List Email, company phone number, personal phone number, and other communication lines on the website, in-store, social media platforms, and on other possible platforms (ex. Receipts, Advertising)

- Inefficient pricing

*Solution:* Use a consistent pricing formula to figure out the price she is willing to market her product.

- Can’t Market company

*Solution:* Have a strong social media presence advertising the product.

- Does not have enough information on her company

*Solution:* Make her website and social media more professional. If she wants to expand her brand she will have to appear to her customers as a reliable provider.