

# Milestone 1

**Project Name:** Netcakes

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**Product or Service:**

Netcakes offers the product of customized cakes shipped directly to the customer without having to visit, order or pick up at a physical location or bakery. Netcake also offers an online cake customizer feature to its customers, allowing them to choose every aspect of their cake such as type of layers, fillings, icing, and greetings. This will enable customers to buy their own personalized cakes online, perfectly customized to their own specifications.

**Pain or Need:**

The pain for the marketplace is that currently there are a small number of bakeries that allow ordering cakes online, but the customer would have to pick it up at the physical store site nearest to them. However, Netcakes has the competitive edge over those companies, since cakes are shipped and mailed directly to the user without them having to pick it up any physical location. With this point in mind, since all cakes are made custom to the user and are shipped directly to the user, physical stores would not be needed, lowering the costs of the company by not having to build physical buildings throughout the country. The only physical locations that would need to be created are the production and distribution centers that would create the customized cakes and then ship them directly to the customer.

Another pain for the marketplace is that the shape of consumerism is changing with the advent of large eCommerce companies such as Amazon. Customers are more focused on doing the least amount of work in trying to get the highest quality good. Since this there has been a large spike in eCommerce, causing companies to move away from the brick and mortar approach and to the web. This is what Netcakes is all about changing the brick and mortar approach of bakeries to enter the eCommerce realm online.