My sister has a talent for baking and creating delectable cakes. My parent and I suggest starting a small business. For the trial stage of the business, I want to build up a website to promote her cakes. With the rise of online platforms and social media, targeting individuals who are active online can be beneficial. Engage with potential customers by sharing visually appealing cake photos, and posting tutorials or behind-the-scenes content. Through a website and online ordering platforms to establish an online presence for visitors. They can contact us and order the cake online.

For the target audience, we want to focus on individuals who are celebrating special occasions. They are looking for customized cakes for events such as birthdays, engagements, anniversaries, graduations, baby showers, and other milestone celebrations. We also target families and individuals who enjoy home celebrations and smaller gatherings, such as family reunions, housewarming, and holidays.