# **Cloud Cakes**

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## **1. Organisation Overview**

**Name:** Cloud Cakes  
 **Slogan:** *Bite into Bliss*

Cloud Cakes is a boutique bakery born from the dream of creating cakes so light and irresistible, they could only be compared to clouds. Drawing inspiration from the airy texture of Japanese chiffon and the comfort of home-baked classics, the brand has grown into a joyful destination for indulgence. Each cake is handcrafted with quality ingredients and a touch of creativity.

**Mission Statement:**  
 To craft cakes that are as light as clouds and as comforting as home, bringing joy and indulgence to every occasion.

**Vision Statement:**  
 To become the go-to destination for whimsical, high-quality cakes that inspire happiness and create memorable moments.

**Target Audience:**

* Local families and young adults celebrating milestones.
* Dessert enthusiasts seeking artisanal baked goods.
* Event planners and cafés interested in stocking unique cakes.

## **2. Website Goals & Objectives**

* **Goals:**
  + Showcase products in an engaging, appetising way.
  + Enable online enquiries and orders.
  + Increase brand visibility and reach beyond the physical shop.
* **Key Performance Indicators (KPIs):**
  + Website traffic growth.
  + Number of enquiry form submissions.
  + Average time spent on the product pages.
  + Conversion rates from visitors to paying customers.

## **3. Current Website Analysis**

Currently, Cloud Cakes has no dedicated website, relying primarily on word-of-mouth and social media posts. This creates missed opportunities in brand credibility and online sales. The proposed site will fill this gap by offering a professional, functional, and visually appealing online presence.

## **4. Proposed Features & Functionality**

* Homepage: Hero image, slogan, featured products.
* About Us: Brand story, mission, vision.
* Products: Gallery of cakes with descriptions and pricing.
* Enquiry: Contact form for custom orders and catering requests.
* Contact: Multiple shop locations, Google Maps integration, and direct contact details.

## **5. Design & User Experience**

* **Colour Palette:** Soft pastels (lavender, peach, cream) to reflect a dreamy and light aesthetic.
* **Typography:** Playful heading font paired with a clean, readable body font.
* **Layout:** Minimalist, grid-based design focusing on visuals of cakes.
* **User Experience:** Clear navigation bar on every page, responsive design for mobile devices.

## **6. Technical Requirements**

* HTML5, CSS3, and JavaScript for functionality.
* Responsive framework for mobile optimisation.
* Hosting + domain registration.
* GitHub repository for version control.

## **7. Timeline & Milestones**

* Week 1: Proposal & planning.
* Week 2: Content gathering & wireframes.
* Week 3: Initial HTML structure & navigation.
* Week 4: Testing, debugging, and final submission.

## **8. Budget**

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| Item |  | Successful Bakery Budget |
| Domain |  | R150–R300/year |
| Hosting |  | R1,000–R5,000/year |
| Website Design & Development |  | R10,000–R50,000 (one-time) |
| Maintenance & Updates |  | R2,000–R5,000/year |
| Marketing & SEO |  | R1,000–R5,000/month + SEO R3,000–R10,000 |
| Extras (Photography, Integrations) |  | R1,000–R3,000 per shoot |

## **9. References**

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