



***Do great cakes to order?***

**Let's work together: we will give you a good customer, you are to them - great cakes!**

[www.FOTONATORTE.ru](http://www.FOTONATORTE.ru)



Do you have a **bakery**, and you know how to bake delicious and beautiful cakes Looking for opportunities **to increase the number of customers**? But you don't have extra money on advertising?

And you can not allocate huge budgets for the promotion of a site in the network to high-demand? Perplexed rising cost of PPC advertising in Yandex and Google AdWords? The advertisement was clicked, but the order is not executed? Competition is growing rapidly? Competitors copy your website and marketing courses? Do you have professional bakers, but a special marketer? Customers choose the other pastry that close, but not yours?

**Learn how you can seriously increase sales with new offers - connect to the system FOTONATORTE.rf.**

**It's free. Yet.**



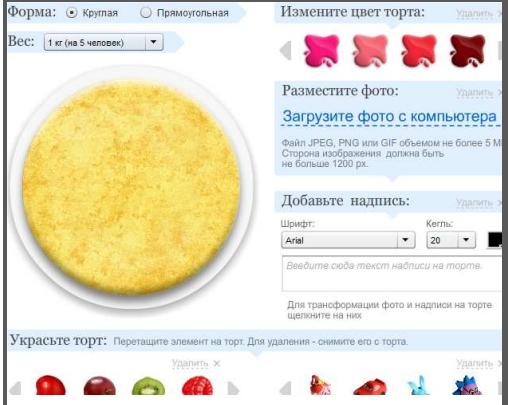
**Why** is connected and working in the system Fotonatorte free for confectionery? Because we do not accept money for advertising - you do not pay in advance for "impressions", "clicks." We try to make people have ordered cakes as much as possible- and get the% of each order.



**WHAT IS FOTONATORTE? This online system where the client-user CAM cake designs, you'll need to repeat it by following strictly on the design and timely delivering to the client.**

How works Fotonatorte? Our cake-constructor is a web-module that is inserted into any websites and is an application for a social network. "Facebook" unload advertising Applications "Fotonatorte" for users who are playing, making a cake to your liking. The resulting image can post to my friends or on tape, send as a gift, save, etc. And you can take - and order a real cake. Then, the generated order goes to the nearest authorized us Confectionary, which can be your bakery.

## What does the customer in our application?

Uses the Cake-constructor, selects one of your recipes	Places an order	Gets the ready cake from the hands of a courier
 <p>Форма: <input checked="" type="radio"/> Круглая <input type="radio"/> Прямоугольная Вес: 1 кг (на 5 человек)</p> <p>Измените цвет торта: Удалить X</p> <p>Разместите фото: Загрузите фото с компьютера Файл JPEG, PNG или GIF объемом не более 5 М Сторона изображения должна быть не больше 1200 px.</p> <p>Добавьте надпись: Шрифт: Arial Кегль: 20 Введите свой текст надписи на торте Для трансформации фото и надписи на торте щелкните на них</p> <p>Украсьте торт: Перетащите элемент на торт. Для удаления - снимите его с торта.</p> <p>Удалить X</p>	 <p>Places an order</p>	 <p>Gets the ready cake from the hands of a courier</p>

**Начнём »**

**How do I connect?** It's very simple: write to visser@fotonatorte.ru, tell us about your workplace. If your city we still have no partner, and you are going to become it, we will gladly consider your request. If we agree and sign a partnership agreement, you set the content management system, you can start to attract more customers soon! The system determines where a person "sitting" in a social network and show him the opportunity and the price is your candy (recipes, decor, service).



**What are the conditions?** In the event that we will agree on partnership, we will provide you, perhaps, a 100% loading of production due to our advertising opportunities. Fotonatorte will hold 25% of the cost of order (only the cost of the cake). Recall that the price you set, not forgetting about their profits. We are able to generate a stream of orders - has designed cakes for your best recipes, will provide high quality promotion of your target audience. What to do - to connect to the system, observe the technology and delight your customers!

**Do you want to have the cake-constructor on your web site?** No problem. Price per unit - \$1000

**What are the guarantees?** You risk nothing! If you work with us you do not like - just notify us about it. If you do not like how the designer of your site, but you sure are doing it right - let us know and we will refund your money.

## Начнём »

### What will cooperate with Fotonatorte?

- FREE massive advertising in FB (QA is only 25% of the cake) is you only get orders ready-formed - the time to communicate with the client is reduced to 0.
- Technical support 24/7
- Advertising support of our partners - the company Orimi Trade (tea brand TESS), installers of water in the office
- Promotions on third-party partner sites
- At specialized sites, aggregators orders
- A separate brand on the popular website
- The possibility of internal billing (receiving money through VISA, Mastercard and other electronic payment methods)
- The discount when ordering confectionery equipment and supplies.
- Promotion of social networking, PR



### Basic conditions:

1. To get started, you need to choose your recipes are the cakes that you can always, no matter the season, make the pastry in any number, from 1 kg to 10 kg. The formulation should be stable, cakes of the highest quality. Two. Take a photograph of each piece of cake so that the stuffing was clearly visible, and process a snapshot - remove background, sign each layer
2. Add photos of the system in the section "recipes." Specify the price per kilo of cake. How to calculate the price? Cost x 2 kilograms. Warning: You are building a price, but is guided by the average cost of similar services in your area, the price should be competitive. The resulting price for the client should not exceed 1500 rubles / kg. The price must vary depending on the recipe and the weight of the cake. Shipping is included separately. Each bakery has independently determined the pre-paid / payable on the map / shipping cost / benefit retaliation in cash when picked up ... We will help develop on-line payments, and accounting system in any way. Five. Thorough and timely processing of orders, performing strongly on the design of the cake the client to monitor the timeliness of delivery and order delivery of cake. Application for order fulfillment comes to e-mail, specified at the beginning of the work. Within 10 minutes of application should be confirmed by phone call to the client.
3. Photo (if any) must pass preflight processing - image decrease / increase, superimposed text. The image is printed, put on a cake, even decorated according to the wishes of the client. Next cake is packed in its original box and sent to the client.
7. Hardware requirements - in partnership confectionery should be, above all else, a form for baking cakes: round and square, from 1 kg to 10 kg; printer with food coloring, a sufficient stock of consumables - wafer (rice, sugar) paper, confectionery gel, cream, fruit and chocolate.
4. Delivery - You set your own price for delivery. We recommend to set a single price for all addresses in the city. And to inform the client about the increasing cost of delivery, for example, for the city. 10. Mutual settlement. Occurs twice a month \*. We have the ability to track all orders and automatically calculate the cash flows. Money (other than cash payments) received by classmates, and from there transferred to you, less the portion of profit, which owed classmates for advertising. The calculation is simple: You sell the customer a cake for 2,400 rubles, of which 400 worth shipping.  $2000 \text{ rubles} / 4 * 3 = 1500$  rubles will be transferred to you on the account. If the cake paid in cash, we subtract a quarter of that amount from the total amount to be translated. Thus, all the advertising support costs you only a 1/4 of sales revenue and number of sales to grow significantly. On how many - will depend on the capabilities of your candy store

### **Where it works now?**

St. Petersburg, Moscow, Riga, Kiev. By the summer of 2012 will be launched and other cities. And every week there are new addresses.

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