

# WATS 3010 Intro to Bootstrap Design Document

## **Name of site/company: Raising the Bar Bakery**

**Description of business and approach:** The idea of an online bakery called Raising the Bar combines the founder's passion for baking, feeding others and giving back to the community, as a portion of the proceeds will be donated to a local charity (15% to Northwest Harvest). Because this bakery doesn't have a storefront, overhead/operating/maintenance costs are extremely low which make this a feasible and profitable small business. Raising the Bar Bakery's signature item will be organic lemon bars, but the bakery will also have additional offerings such as freshly made bar cookies, brownies, banana bread, coffee and other light refreshments (it will also have some gluten-free/allergy-free options). It has a unique business model because it won't have a storefront, so will mainly be taking orders online and via phone, but because the business is located in Seattle, it will be able to provide local catering services as well. Raising the Bar sets itself apart as a small, local, woman and minority owned company, and there is a marketplace for organizations striving to support small businesses like this as it also reflects well on their brand/company image.

**Hope to accomplish with design concept/approach:** To increase interest and support of local, small businesses, create community of repeat customers and make the site clean, clear and easy to make single/repeat orders (with secure account logins, saved payment information for quick checkouts, along membership club benefits and specials).

**Target market:** The primary target market is Downtown Seattle corporate offices. Raising the Bar will be focused on providing products and services for meetings, conferences, celebrations and other corporate-sponsored events for both start-ups and larger organizations, but can accommodate smaller, personal online orders as well. Corporations won't necessarily be as concerned with pricing related to light refreshments since costs are fairly minimal compared to their larger-ticket items, but prices will be set slightly lower than competitors since overhead costs are low for Raising the Bar, and care will be taken to not set pricing so high that it will completely alienate customers placing smaller, personal orders or corporate gift orders online.

## **Other comparable businesses and their websites:** Cheryl's Cookies

(<https://www.cheryls.com/>) is strictly online, and does not offer lemon bars on their menu. Gourmet Food Store (<https://www.gourmetfoodstore.com/>) is also strictly online, and does sell lemon bars but at an astronomical price of \$56.95 for a quarter sheet bar. Ingallina's (<https://www.ingallina.net/>) got its start in Seattle in 1991, and now has locations in Portland, Phoenix and Los Angeles; it largely focuses on boxed lunches and has party trays, but does not offer lemon bars. Raising the Bar sets itself apart as a small, local, woman and minority owned company, and there is a marketplace for organizations striving to support small businesses like this as it also reflects well on their brand/company image. Raising the Bar can also provide personalized face-to-face interaction and catering services to local companies and events.

## **Other websites for inspiration:**

- <https://toppaddockcafe.com/>
- <https://www.jimmyjohns.com/>
- <https://www.specialtys.com/default.aspx>