# What went well?

What should we keep doing? What should we celebrate? Where did we make progress?

# **TEMPTING TREATS**

# What went poorly?

Where did we have problems? What was frustrating to us or others? What held us back?

# REVENUE **GROWTH:**

analyze the revenue growth to ensure the company's growth

# **VARIABILITY:**

SEASONAL

cake demands can fluctuate significantly depending on seasons and holidays

## MARKET TRENDS:

stay informed trends and adapts my business offering

# CUSTOMER **SATISFACTION:**

feedback from customer through surveys and reviews

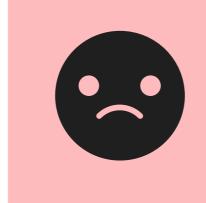
## **COMPETITION:**

the market can be saturated with competitors, marketing challenge to standout

### **SUPPLY CHAIN** ISSUES:

high quality ingredients and managing inventory can be problematic.





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### **HEALTH CONSCIOUS OPTIONS:**

healthier cake option like gluton free,vegan ,low sugarcakes to cater to a wider range of customer.

### SUSTAINABLE PACKAGING:

biodegradable cake boxes and utensils,to align with growing focus.

## **CUSTOMIZATION:**

it becomes more elaborate, with intricate design, edible print, and 3D cakes

### PESONALIZED CAKE KITS:

offer diy cake decorating kits that include pre-baked cakes,various frosting,edible decorating ,etc.

### **HEALTH & DIETARY** PREFERENCES:

specific dietary needs, such as gluten-free,vegan,or keto-frendly cakes.

# **INNOVATION:**

creative and unique cake design & gained popularity.

What ideas do you have for future work together? Where do you see opportunities to improve? What has untapped potential?

# What ideas do you have?

# How should we take action?

What do you believe we should do next? What specific things should we change? What should extend beyond this meeting?

