

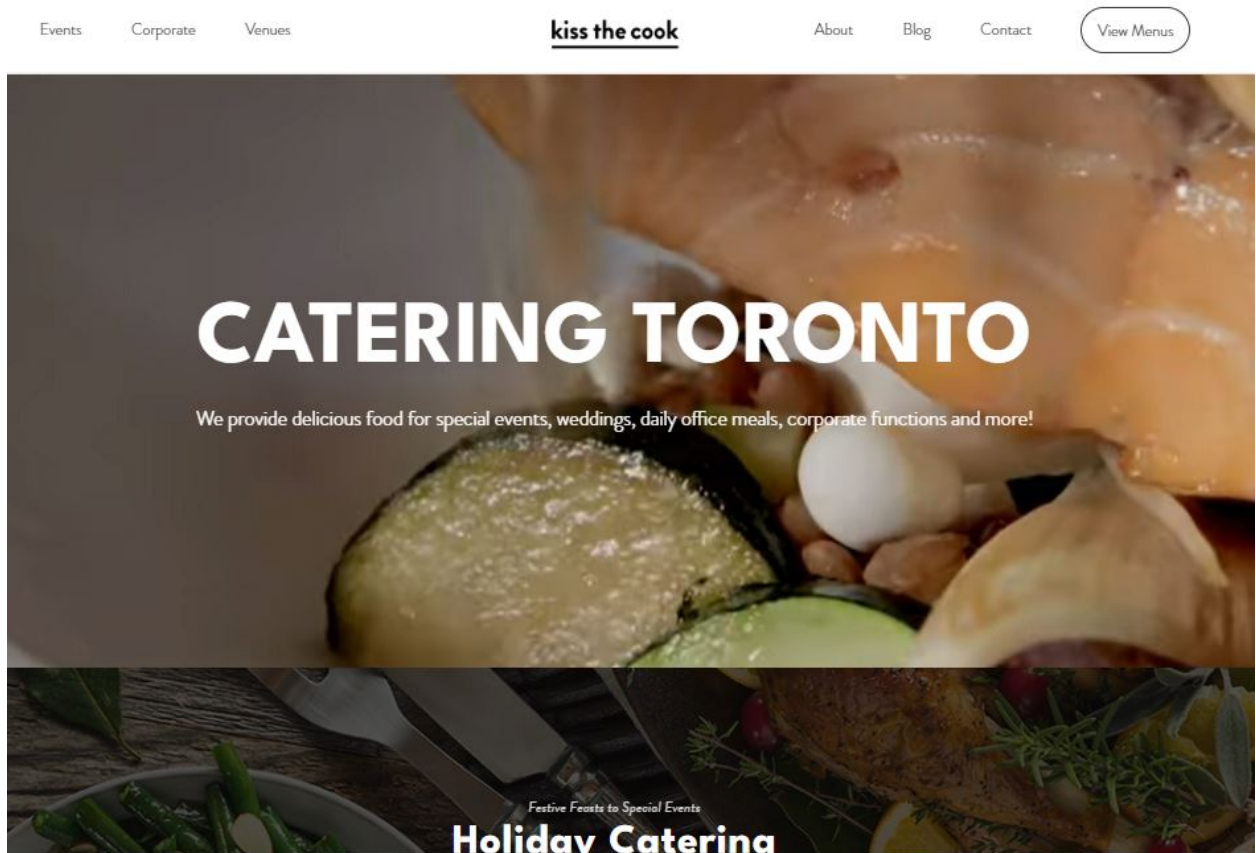
DEFINING YOUR NICHE

General focus	Food catering business
Sub-niche	Pastries
Deployment	<ol style="list-style-type: none">1. Pastries shop<ol style="list-style-type: none">a. bakeryb. patisseriec. coffee shop2. Event and venue catering, and3. Online channels (website ordering and delivery)
Social Media Marketing	Instagram page
Operation location	Greater Toronto Area, Canada
Proposed business name	Code & Crumbs
<p style="text-align: center;">Justification for choice of name</p> <p>I want to combine my passion for baking sweet and indulgent decadent pastries with my interest in website development.</p> <p>Ideally, both interests would be housed under the same space, with my bakery storefront doubling as a café/workspace.</p> <p>Here, I could meet with clients on one side while serving the bakery customers and coffee lovers on the other. Plus, it's a space where developers I would eventually hire would work on client briefs right within the bustle of pastry lovers and coffee drinkers. Additionally, it'll provide internet service and a space where my customers could sit and enjoy quality baked goods without getting disconnected.</p> <p>I believe that the aroma of fresh decadent pastries would have a refreshing homey effect on walk-ins. The aroma of stimulating coffee brews would also ensure a lively and warm working environment.</p>	

Competitor Analysis

This section will focus on competitors in the pastries, baking, or food catering business within my selected area of operation.

1. Kiss the Cook Catering



Source: Kiss the Cook, Ca

Kiss the Cook exclusively offers location catering services. There is no added restaurant location, diner or store front where customers could come in or make a reservation to dine. But, it has a physical location serving as office, kitchen, and location for scheduled tastings and meetings.

Their office is open by appointment only, meaning that the business depends on its online channels (website, email, contact form, and phone) for first contact and enquiries.

Considerations:

i. Are they effectively serving their users?

I think that Kiss the Cook is serving its client base effectively. They are targeting corporate offices with a busy schedule and providing them with a way to get needed sustenance on a daily basis without having to worry too much about logistics.

Also, event planning could be stressful. Therefore, having the option to schedule catering exclusively online before having to meet would be a relief.

As a special service, Kiss the Cook also curates a list of event locations that could help event planners, families and corporate clients narrow down their options. It's a huge relief if you're having challenges securing a good venue for your event.

ii. What is working well?

The option to have food delivered to corporate offices. Food delivery is a huge convenience we can't do without in our present-day society. Plus the site navigation is simple and user-friendly. Interface design is clean and not cluttered. The most important information is provided immediately. Access to the contact options is easy to locate on the site.

iii. What is not working?

Menu section requires you to download the different menu segments before you can view them. I think they have missed an opportunity to showcase captivating photos of their menu offerings directly on the website.

Also, you can't directly order food as a solo eater or if you need to buy food for a family or group of friends.

iv. What are they missing?

It's great to narrow down your target clients and refine your niche in order to create a schedule that works for you – given the number of staff you have. But by not offering eaters the choice to step out of the office during lunch hours and enjoy some time socializing over a meal (at a restaurant, diner or coffee shop), Kiss the Cook might be missing out on a lot of business.

2. Daniel et Daniel



Toronto Catering & Events

**Exceeding
Expectations**
one plate at a time

Looking for the Food Shop?

ORDER HERE



scroll down

Source: [Daniel et Daniel](#)

Like Kiss the Cook, Daniel et Daniel also offers venue and event catering services. The added difference is that, alongside their catering office, Daniel et Daniel also runs a physical food shop where eaters can come in and enjoy a good meal.

The Food shop service has the option to order food online, order cakes, buy directly and immediately from the shop, and gift a loved one some cake.\

Considerations:

i. Are they effectively serving their users?

For people looking to buy cake slabs and already-made food for takeout or need a caterer for any event, Daniel et Daniel is offering quality service.

ii. What is working well?

Once again, the food delivery option.

Secondly, Daniel et Daniel has the use of white spaces down to a fine art. The site UI is simple, reflects their commitment to healthy food and is visually stress-free to look at.

The site navigation is simple and user-friendly. Interface design is clean and not cluttered. Important navigation buttons are provided in an easily-visible and predictable manner.

The food shop menu can be viewed directly on the site with transparent pricing schedule and clear description of exactly what you're getting from each order.

A single eater can place an order for food and they will get served. With their food shop option, they're drawing a balance between catering business and food takeout.

iii. What is not working?

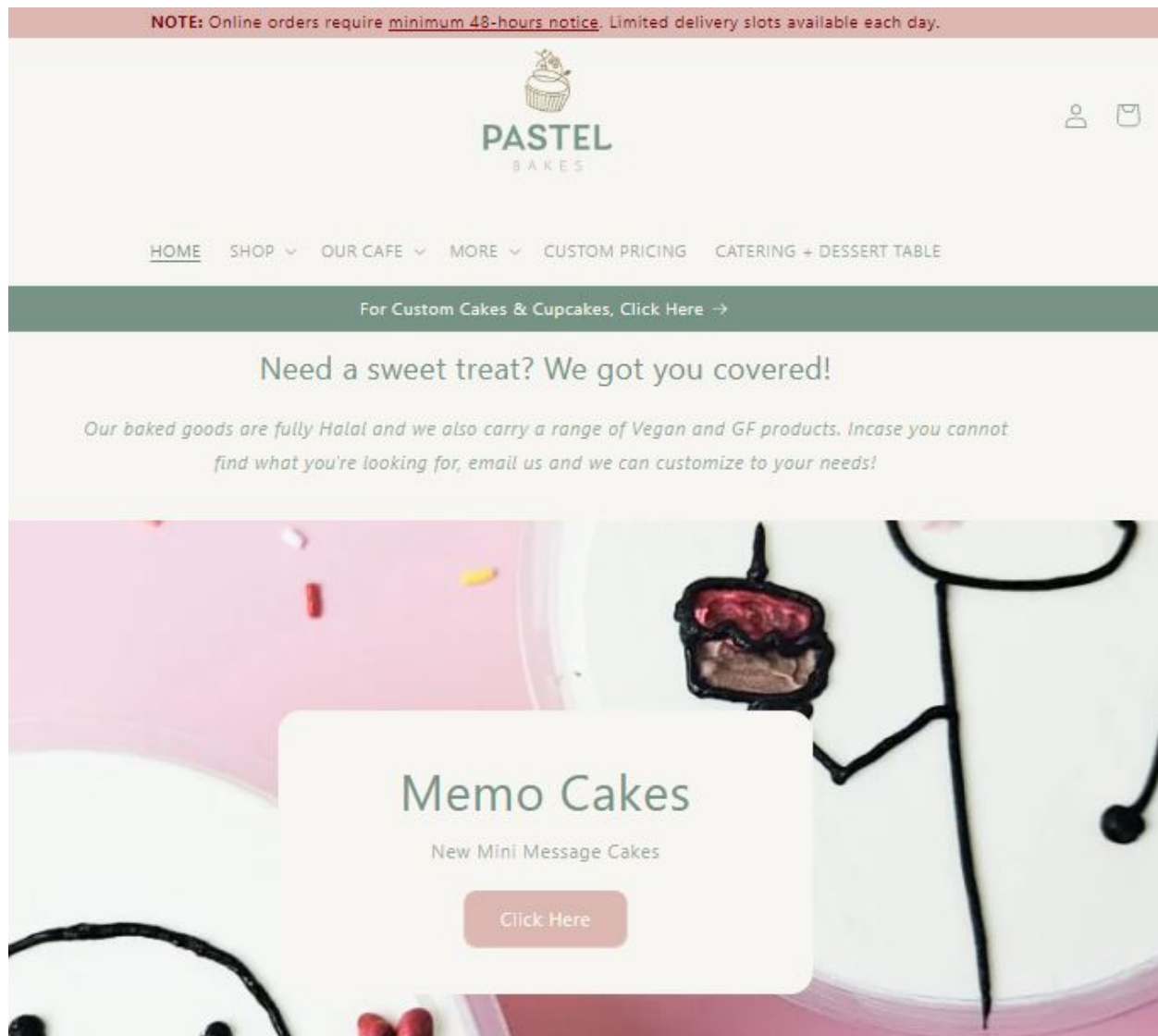
They require buyers to order food three days prior, minimum. So they are still essentially a catering business since orders cannot be prepared, packaged and delivered immediately.

Plus, minimum order amount is not flexible.

iv. What are they missing?

Again, I think this business is missing out on the direct walk-in business by not having a restaurant/diner location. Even the ordering option on their Food shop I does not cater to the ready-to-eat lunch crowd or dinner goers.

3. Café Pastel



Source: [Cafe Pastel](#)

Café Pastel Bakery offers pastries and dessert to a decidedly Muslim client base. Although, it doesn't hurt buyers of other religions or faithless clients to buy Halal goods. But it's clear to say that Café Pastel hopes to capture both the devout Muslim shopper and the vegan eaters.

Considerations:

i. Are they effectively serving their users?

It could be difficult to find the perfect spot that caters to your food preference, dietary needs or religious food cultures. So I'd say that Café Pastel is serving its target users.

ii. What is working well?

Food delivery once again is a strategy employed on this site. Site UI design is consistent with use of pastel shades and a mix of gender-neutral colors. Design isn't overly official – hinting at a relaxing, playful and inviting business atmosphere. I think its users will appreciate the transparent and upfront display of prices underneath the offered products.

There's a café location for buyers to walk-in, order, buy and eat pastries and dessert on-site. You can also find the menu on the site.

Site navigation is simple enough and user-friendly.

iii. What is not working?

The site does not offer immediate takeout ordering and delivery. Users must give up to 48 hours before they can expect their orders to be sent out. Say if you were craving a cake for lunch today, you wouldn't be able to get it from the Café Pastel website.

iv. What are they missing?

No option for full event catering or corporate catering on the website. Perhaps you could buy a cake for a birthday or a wedding or small office party but you can't schedule a full dessert service on your wedding on the Café Pastel website.

My Proposal

I propose a bakery + cafe/coffee shop space that doubles as a web developer's office. My website would focus primarily on pastries with a bubble on the site that when clicked on would lead to my web development service page.

The website would show a menu of available product offerings with pricing schedule for each item.

There will also be a contact form to schedule appointments for event catering, meetings and tasting. The business would cater to primarily corporate events: office parties, barbecues, Christmas parties, award nights, product and business launches.

The business launch service would be offered to some of my web development clients at a discount. I think this is perfect as there are likely product launches, site launch or business launches involved with building a new website.

Event clients would have the option to discuss their desired menu based on diet, food preference and religious requirements.

Additionally, immediate takeout delivery option will be available for ready-to-eat clients.

Lastly, I think it's important, when it comes to the food business, for businesses to be upfront about their commitment to sustainable consumption, climate change consciousness and social responsibility. These are things customers like to associate with.

So I propose that my business would commit to full-bodied decadent rich pastries for a homey feel and to make my users confident in their preferences without feeling judged for it. I would provide information on source of food materials and food waste prevention strategies on the site.