

PROJECT TITLE

A PINCH OF SUGAR

CLIENT – MARK AND PETE

DESIGNER NAME – PREET PANCHAL

DUE DATE – 11 MARCH 2021

A Pinch of Sugar

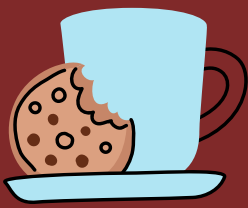
OVERVIEW

This creative brief is being put together as Mark and Pete begin to see what their bakery and coffee shop will look like, and transition from their dreams to realistic branding and business plans. Mark and Pete created a special, well-designed, and friendly cake and coffee shop, established in 2015. The joy they have already been able to bring to their families and friends through their cooking. Mark and Pete's biggest challenge will be trying to gain traction and awareness in the bustling downtown of Ottawa. Especially as the neighborhood is a hub for both local and travelling foodies, Mark and Pete are well placed to reach this perfect target audience. Mark and Pete are more able to attract and cater for this vital sub-sector of conscious consumers by remaining true to their roots and obtaining the local ingredients from partner providers and by infusing their brand with a commitment to give back to their Community.

BACKGROUND SUMMARY

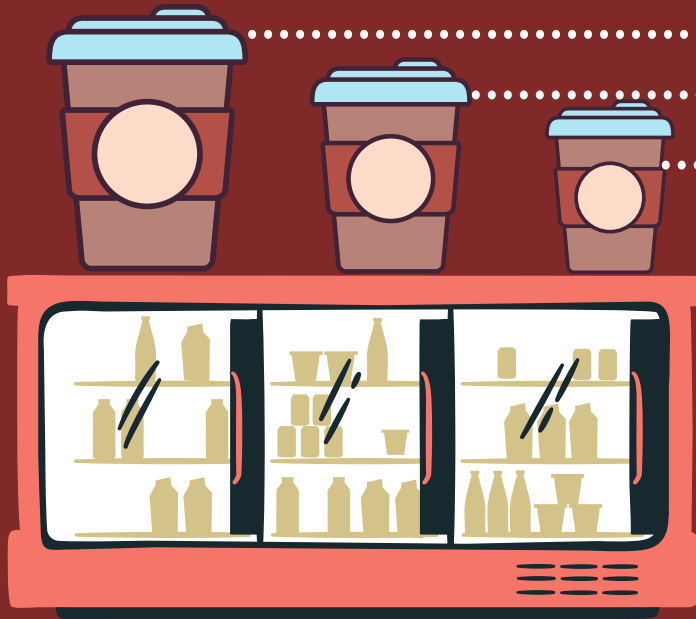
Since high school Mark and Pete were the best friends and share the love of baking. They are always invited by their families and friends to make cakes and biscuits for birthdays, family events and marriages. Mark and Pete specialize in making highly stylish decorative cakes made to look like objects, beyond baking delicious pastries and cupcakes. In their own favorite neighborhood of downtown Ottawa, Mark and Pete have decided to make their mutual passion for baking and cake into a full-time career and have saved enough money to open their own bakery and cafe shop. The two friends wanted to open their café and are looking forward to sharing their fine creations with a wider outside public.





OBJECTIVE

- Be the main custom pastry shop and cakes shop in Ottawa.
- Be your favorite local place for coffee, cupcakes, and pastries.
- In the spirit of giving back to the community, develop
- and foster partnerships with other local suppliers, sellers, and artists.



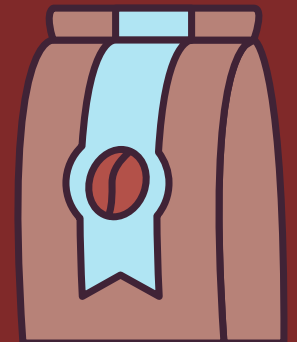
LARGE

MEDIUM

SMALL



PRODUCT



UNIQUE SELLING POINT:

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STRATEGIC PLAN

Niche: A Pinch of Sugar provides a rotating menu of flavours and products to match the unique industry trend. The classics will be on the menu, but innovative tastes and seasonal products will also be on offer. The restaurant serves as a place for community art, along with creative desserts. Marketing captures unique products and advertises events to get people at the door to engage people and return.

PROJECT MANDATES

Project mandate should ideally contain the following topics

- Authority responsible
- Background
- Scope
- Constraints
- Quality expectation
- Outline business case(reasons)
- Project tolerance
- Reference to any associated documents or products
- Indication of project executive and project manager
- Customers, users and any other know intrested parties.



COMPETITOR-OTTAWA CUPCAKE

STRENGTHS

- Name recognition and brand recognition: Ottawa Cupcake currently dominates the D.C. cake and cupcake market – their name is known throughout the area, country, and even internationally.
- Product specialization and flavor variety: With over 100 flavors to choose from, customers are always kept hungry and excited.

WEAKNESSES

- Product specialization: Customers who might be looking for other baked goods besides cupcakes won't find them here.
- Long lines: Ottawa Cupcake is so well known that they chronically suffer from long lines and extended customer wait times.

OPPORTUNITIES

- Ottawa Cupcake could easily expand its product range or cobrand its efforts with minimal and no damage to its brand integrity and resonance because its brand is so well known and respected.

THREATS

- One product, one-shot: the reputation of Ottawa Cupcake lies in the one product it produces. If a client has a negative experience with an Ottawa cupcake, then if other options available, he is unlikely to give the brand a new shot. Ottawa Cupcake has to make it really awesome since they only produce one product.

