

SugarNest

A D2C Brand for Homemade Cakes

Go-To-Market (GTM) Strategy

1. Product Summary

SugarNest offers handcrafted homemade cakes with a focus on freshness, personalization, and local flavours. Unlike commercial brands, our cakes are baked on order, using high quality ingredients without preservatives. We also offer theme-based designs, regional flavour customization, and seasonal specials for birthdays, festivals, and celebrations.

2. Target Audience

Our ideal customers are urban millennial families, college students, and working professionals aged 18-35 who value quality, aesthetics, and emotional connection with food. They often prefer ordering personalized cakes for birthdays, anniversaries, and festive events. They appreciate supporting home-based brands that offer convenience through online ordering.

3. Pricing Strategy

We use a **value-based pricing model**, with cakes priced between ₹399–₹999 depending on customization, weight, and design complexity. This pricing is affordable for our primary audience while maintaining a premium feel through packaging, ingredient quality, and presentation. Bulk discounts and festive offers will drive conversions.

4. Sales & Distribution Channels

Customers can place orders through our Instagram DMs or a WhatsApp business number initially. As we grow, we plan to launch a dedicated website with integrated ordering and payment. Deliveries will be done locally via Swiggy, ensuring freshness and reducing operational costs.

5. Marketing Strategy

We'll focus on Instagram marketing, with visually appealing posts, customer testimonials, and behind-the-scenes baking stories. Collaborations with local micro-influencers and giveaways will boost initial reach. We also plan to run seasonal campaigns and leverage word of mouth from happy customers.

6. Success Metrics (Mock Targets)

Metric	Target
Instagram Reach	10,000
Profile Visits	1,200
Orders Confirmed	100
Repeat Customers	20%
Average Order Value	₹600

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