**ONLINE CAKE DELIVERY SERVICE IN METRO CITIES**

With the COVID-19 pandemic hitting the nation harder than any other, the e-commerce industry in India has blown up in a short period of time to become one of the country’s best revenue generating methods, both for the economy as well as the organization. Recognizing this to be the silver lining in what appears to be a dark, gloomy cloud that is here to stay, various businesses have amped up and moved their services and offerings online, leading to a major portion of the consumer base being able to order and track their deliveries from the comfort of their homes.

In lieu of physical shopping, online retail services have taken their place. And in the crevices left unfilled by monoliths such as Amazon and Flipkart, various small businesses have set up shop in the virtual shopping space. And among such niche markets include perishable deliverables, and cake deliveries in particular.

Cakes have always had a long, personal history for many – be it any special occasion in someone’s life, from birthdays to weddings, cakes are a priority when it comes to celebrations. This tradition has stuck with us for so long that any celebration without cake feels incomplete. In such a world, no pandemic should be the reason why a joyous occasion in your life feels unfinished – and this is where online cake delivery services come in.

Apart from necessity, there are various advantages to online cake delivery services relative to physical cake shopping. One of the more obvious advantages of online cake shopping is the flexibility of orders. Due to the virtual nature of such shops, you can send over rather accurately designed custom cakes that can be sculpted into reality for your special event. Combine this with the ability to customize the ingredients that go into the cake, and your celebration is complete in the most perfect way possible.

Another reason that online cake shops are popular in India are the prices. As website and server maintenance is much cheaper than the maintenance of a physical location, even when scaled up or down, online cake shops offer cheaper counterparts to physical shops at much lower prices, yet of the same quality. This is one of the more widespread reasons why online cake shops are generate a greater amount of business, and attract customers to return frequently.

With fresh cakes being made a la carte at cheaper rates and better designs, online cake shops are thriving in the nation right now. With a win for everyone involved in this industry, we can expect such businesses to be in it for the long run, irrelevant of how the pandemic turns out to prevail.