

## STRENGTHS

- Produce creative, unique cakes.
- Competitive pricing within current market.
- Give everyone, regardless of budget, the opportunity to have a special cake.
- Each cake is “new”. Customers can make personalize the product.
- Modern viewpoint gives a fresh spin on a standard product.
  - Provide something different unlike any competitor in the market.
- Baker is enthusiastic about establishing new business.

## WEAKNESSES

- New in the market.
  - Need a unique item to offer.
- Don't want to categorized as a “wedding cake shop only”
  - Baker is also the owner. This can cause overwhelmed feeling.
- Clients are familiar with certain bakers. They will have to be convinced to try a new baker.
  - Need to ensure consistent high quality product to stay competitive in the market.
  - Starting business during economic uncertainty.

## OPPORTUNITIES

- Market is available to accept new business – not saturated in local area.
- There is opportunity to create a niche in market.
  - Business is starting during summer, which is the second largest event quarter.
- Caterers will outsource to cake shops for unique cakes

## THREATS

- Cost of starting a cake shop can be expensive.
- The market is designed for people who have years of experience in the business.
  - Need to ensure organization of baker/owner.