



Beato Designs

Little Cake Bakery

Competitive Analysis

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Information Architecture-IMD 200 Section A

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Introduction

The purpose of this document is to construct a competitive analysis for your company. It is meant to assess the strengths and weakness of your current and potential competitors. It is an essential component of corporate strategy and will provide both an offensive and defensive strategic context to identify opportunities and threats.

Company Data

Company Name: Little Cake Bakery

Industry: Bakery/Cupcake Shop

Business Objective: Providing customers with information about the company such as location, cupcake flavors, pricing, and ordering information.

Competitors: Cupcake Shops/Bakeries in the Metro Atlanta Area. Websites: <http://www.gigiscupcakesusa.com/>, <http://camicakes.com/>



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	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
Site URL	http://www.littlecakebakery.com/	http://www.gigiscupcakesusa.com/	http://www.camicakes.com/	http://www.ruthschris.com/
Navigation				
Header	Yes	Yes	Yes	Yes
Utilities	(N/A)	Contact, Franchise Info, Home	Locations	Gift Cards, Email Sign Ups, Contact, Store Locator, Social Media
Menu	Home, Cupcake Flavors, Special Events, Pricing, Orders/Contact, About Us, News	About Us, Store Locator, Cupcake Flavors, Orders	Home, Cupcake Flavors, Contact, Merchandise, About Us	Reservations, Locations, Menu, The Bar, Private Dining, Catering, Promotions



	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
Sub Navigation	(N/A)	Today's Menu, Social Media, Email Sign Ups, Rewards	News	Gift Cards, Port Dinner, Classics
Body	Image	Image Scrolling Gallery	Image Scrolling Gallery	Image Scrolling Gallery
Footer Navigation	Home, Customers, Privacy, Top of Page	Home, Store Locator, Cupcake Flavors, Menu, Orders, Careers, Privacy, Terms of Use	Locations	Corporate, Privacy, Terms of Use, Site Map, Contact
Functions				
Cupcake Menu	Yes	Yes	Yes	(N/A)
Ordering	Yes	Yes	Yes	(N/A)



	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
Calendar	No	No	No	No
Map	Yes	Yes	Yes	Yes
Photo Gallery	No	Yes	Yes	Yes
Content				
Company Information	Yes	Yes	Yes	Yes
Catalog of Flavors	Yes	Yes	Yes	(N/A)



	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
List of Ingredients	Yes	Yes	Yes	(N/A)
Cupcake Images	No	Yes	Yes	(N/A)
Pricing	Yes	Yes	Yes	(N/A)
Directions	Yes	Yes	Yes	Yes
Social Media	No	Yes	Yes	Yes



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Gigi's Cupcakes

Cami Cakes

Ruth's Chris

Brand Observations				
Description of the Brand	Elegant, Victorian, Neat	Soft, Pops of Color, Playful	Simple, Polka Dots	Bold, All-American
Logo	Victorian with Calligraphic Lettering	Cupcake Graphic, Pink/Green, Playful Cursive Lettering	Cupcake Graphic, Simple Sans-Serif Lettering	Block/Stamped Lettering
Palette	Pink, Damask, Gold	Pink, Green, White	Pink, Brown, Beige	Black, Red, White
Audience / Users				
Prospective/New customers	People New to the Area, Women, Children	Women, Tweens, Children	Women	High End, Nightlife
Existing customer	Women, Children	Women, Tweens, Children	Women	High End, Nightlife



Final Recommendations

Key Findings

1. Photo galleries of the location and products help the customer get a sense of what the company offers and to which demographic.
2. Providing photos of different cupcake flavors makes it easier for customers to order online and see the quality of the cupcakes.
3. Special Events page offers customers not much information other than a collection of photos.
4. Providing larger, more up-to-date photos makes site seem more interactive and appealing
5. Including social media (Facebook Page, Pinterest) can increase awareness of company and bring in more business

Conclusion

Most cupcake related websites display their flavors with an array of images, which helps the customer get an idea or what they want to order. Including photo galleries of special events such as weddings or birthday parties may make customers more willing to celebrate with your company. A good idea would be to include a scrolling image gallery on the home page of recent events. Hosting special events such as holiday specific events (Halloween, Christmas) may also draw in more customers. Lastly, consider integrating social media into your site for the customers that find it easier to connect through Facebook or Pinterest. It is another way to get your company's name out there.



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Little Cake Bakery Homepage





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Little Cake Bakery Special Events Page





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Gigi's Cupcakes Homepage

The screenshot shows the Gigi's Cupcakes homepage with a Halloween-themed promotion. At the top, there are navigation links: "Gigi's Story" (Discover Our Secret), "Find a Gigi's" (We're Near You / Or Will Be Soon), "Meet Our Cupcakes" (Find Your Favorite), and "Place Your Cupcake Order" (Order for Pickup). The main banner features the text "HALLOWEEN BOO BOX" in large, white, stylized letters. Below the text are four decorated mini cupcakes: one with a red candy worm, one with orange frosting and candy carrots, one with a chocolate spider, and one with orange frosting and a red candy apple. Below the banner, the text reads: "1 and 2 dozen Gigi's Mini Cupcakes - specially decorated for Halloween! Perfect for school parties - Click here to order ahead right now for quick pick-up ▶".

TODAY'S MENU

Each delectable Gigi's cupcake is baked every morning, with only the freshest ingredients.

Our menu changes 

Tuesday, Oct. 16

- BIRTHDAY SURPRISE
- BLACKBERRY COBBLER
- CARAMEL SUGAR MAMA
- CHOCOLATE CHIP COOKIE DOUGH
- GRASSHOPPER

Order your Halloween Boo Box today

Gigi's Halloween Boo Box is now on sale at participating locations. Get one dozen or two dozen assorted mini cupcakes, cutely decorated for Halloween. Perfect for school parties, office gatherings and neighborhood get togethers! ORDER NOW!

Gigi to visit Indianapolis



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Cami Cakes Homepage

