



Miguel Rodriguez
Nikhil Sivaraj
Jackson Kohrs





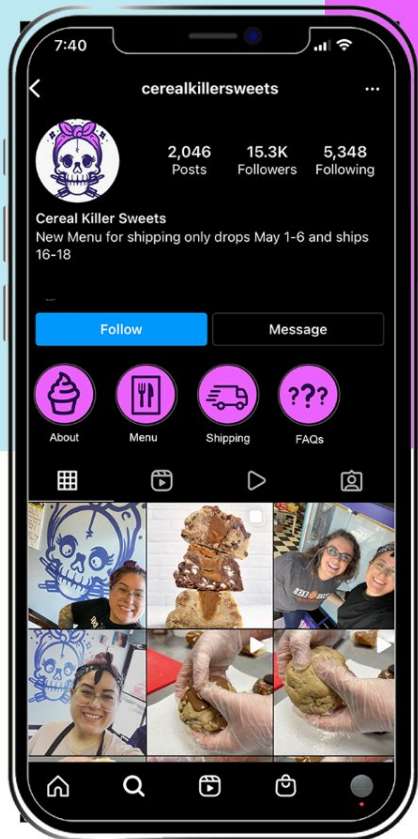
TikTok
@splussc2

e

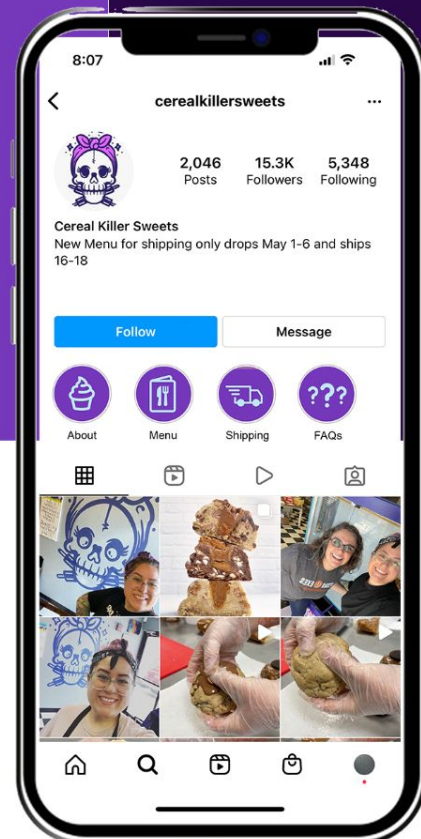
SWOT ANALYSIS ON CEREAL KILLER SWEETS (C.K.S.) PASTRY HOUSE

SAN ANTONIO, TEXAS

| STRENGTH | WEAKNESS | OPPORTUNITY | THREAT/CHALLENGES |
|---|---|---|---|
| <ul style="list-style-type: none"> ● Positive reviews that products are good quality and very tasty. ● Positive reviews on owner's and staff customer interactions. ● Owner and staff are empathetic to customer needs. ● Customers believe that you are passionate about what you do. ● Rotating menu provides variety. ● Food is packed with care. ● Custom orders are available. ● Google and Yelp have very positive reviews. | <ul style="list-style-type: none"> ● Tucked away in a shopping strip. ● Perception that products are expensive. ● Need to ensure timely updates of e-media collaterals. ● Reported cases of delivery delays and order mix up. ● Delivery partner did not prior inform. ● Limited open / operational days. ● High delivery cost (customer cited UPS). | <ul style="list-style-type: none"> ● Position as affordable specialty products with focus on quality, good taste, and variety. ● Offer unique celebratory cakes for birthdays, etc. where customers will be willing to pay more. ● Differentiate and upsell unique offerings. ● Ramp up online presence to extend reach. ● Consider testing Facebook ads to extend reach (cost per click is \$0.97). ● Collaborate with food bloggers and influencers to improve brand visibility and build a solid online presence. ● Consider using locally sourced fresh / seasonal raw materials to lower cost. ● Consider online cooking classes to extend reach and new revenue stream. | <ul style="list-style-type: none"> ● Bigger players like supermarket chains with inhouse bakeries have deep pockets and lower pricing. ● Change in customer behavior with people turning to online food delivery services – need to compete for customers. ● Compete with startups who work on low margins to thrive and grab attention. ● Rising raw materials costs. ● With economic uncertainty customers are price sensitive. ● Food undergoes a lot of stress during long transit, potential adverse impact on freshness. ● Need to ensure delivery partners delivers at low cost as customer will view it as total cost i.e. product + delivery. |

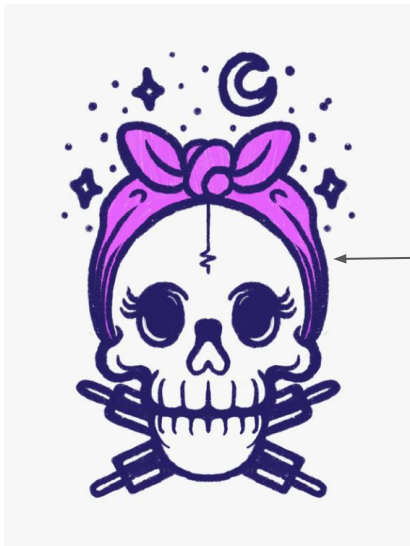


Cereal Killer Sweets



STYLING GUIDE

Color palette taken by analyzing website and logo

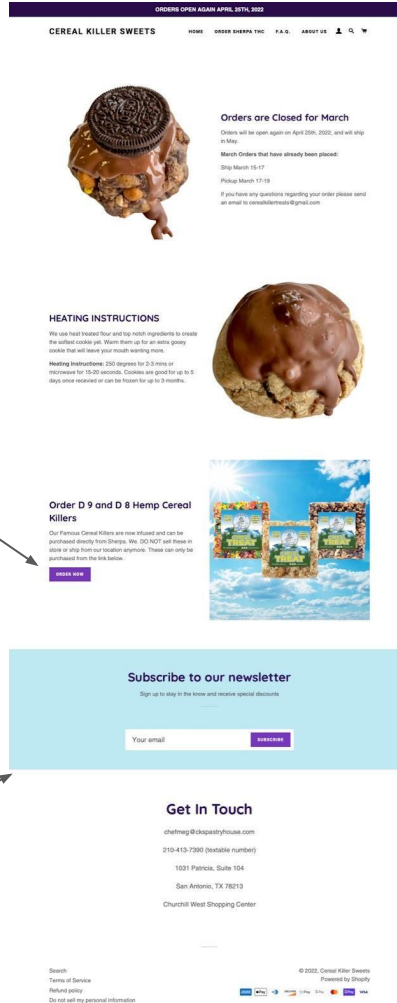


#2a0749

#7638bb

#eb62ff

#bee9f3



ABOUT

Include information on origins of business, background, and general information like hours of operation



MENU

Introduce audience to the flavors of cookies, the specializations, and give BTS for



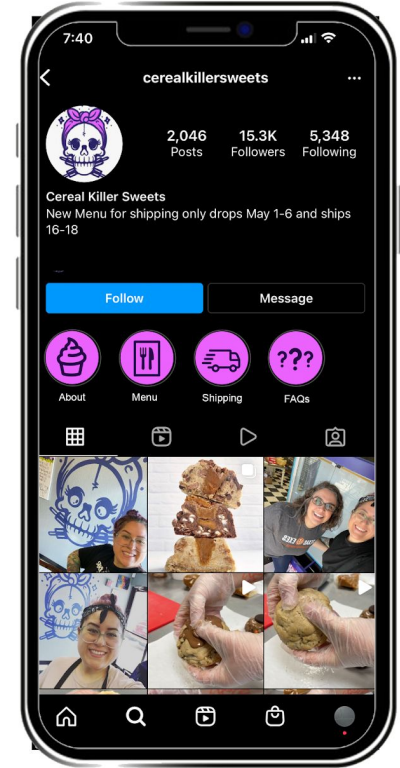
SHIPPING

Inform audience about shipping process, BTS of packaging, dates items go out

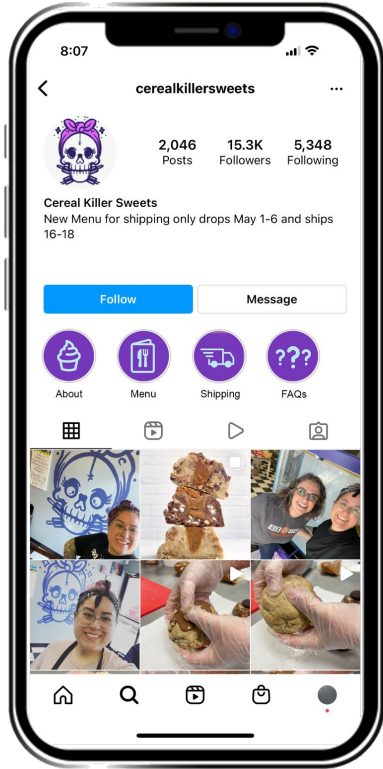


FAQS

An opportunity for you to answer frequently asked questions



Dark Mode



Our work as a team...

Ensuring proper communication with the client
Communication with team members
Communication with Dr. Kang
Scheduling with client and team members
Coming up with overall plan
Meeting with the client
Assessing her needs and what is possible with our time frame
Delegation roles to other members based on what fits best for each

Problem-solving when issues arise

- one of us caught covid
- one of us is sick right now
- client decided to close her shop and is in transition



Final Takeaways

- TikTok videos to start her social
- Marketing research - competitors research - SWOT Analysis
- Branding analysis and style guide
- Digital assets, 3 different logo sets for her socials
- Photos for socials
- We will be making some final recommendations
 - keep website on Instagram bio
 - switch to professional account
 - maintain same logos throughout socials
 - replace Facebook logo
 - maintain consistency in posting
 - utilize highlight reel IG
 - have a CTA on each point
 - consider running ads
 - see 'opportunities in SWOT analysis' for more

