



# Business Plan

## Delight cupcakes essay outline

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### **Brainstorming:**

Product quality-delight cupcakes are of high quality

Long Shelf life-the cupcakes can last ten days without refrigeration

Insatiable demand- there has been high demand of the cupcakes which has not been satisfied

Cupcakes from scratch- no mixes

Impressive packaging

New markets- with funds delight cupcakes can tap into new markets

### **Difficult questions**

What's the competitive advantage of delight cupcakes over other companies making similar products?

How has the company fared since inception?

What are the challenges the company is facing

### **Thesis:**

Thesis-the quality and price competitive advantage- delight cupcakes seek to produce for the market quality cupcakes at a considerably fair price.

### **Audience**

This writing is meant to be pitch presentation to the sharks on live television with about 10 million viewers, the audience, therefore, has two groups: the sharks who should be convinced to invest in the business plus the 10 million viewers who are potential customers. The presentation should, therefore, seek to market the product as much as the focus is to seek finance.

### **Organizational plan**

The presentation should be organized on how it appeals to both the sharks and the potential customers; it should, therefore, start with the good things about delight cakes and end up with sourcing for finances.

### **Outlining the body**

The first paragraph will focus on the competitive price advantage of delight cakes in comparison with competitors; there will be a focus on mass production and marketing which will enable the company to enjoy economies of scale.

The second paragraph will shelf life of the product which makes it favorable even for shipping since it's fresh up to the tenth day. There will be a focus on the packing at this point which enables the shipping and keeps the cupcakes intact.

The last paragraph will point out the need for finance to increase production to match the demand. It will mention statistics on the company operations