



Presented by:

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Internal Analysis

Company History

Product/Place/Price Description

Operating Strength/Weaknesses

Competitive Advantage



Company History



Owners:
Larry and Lisa
Oswald

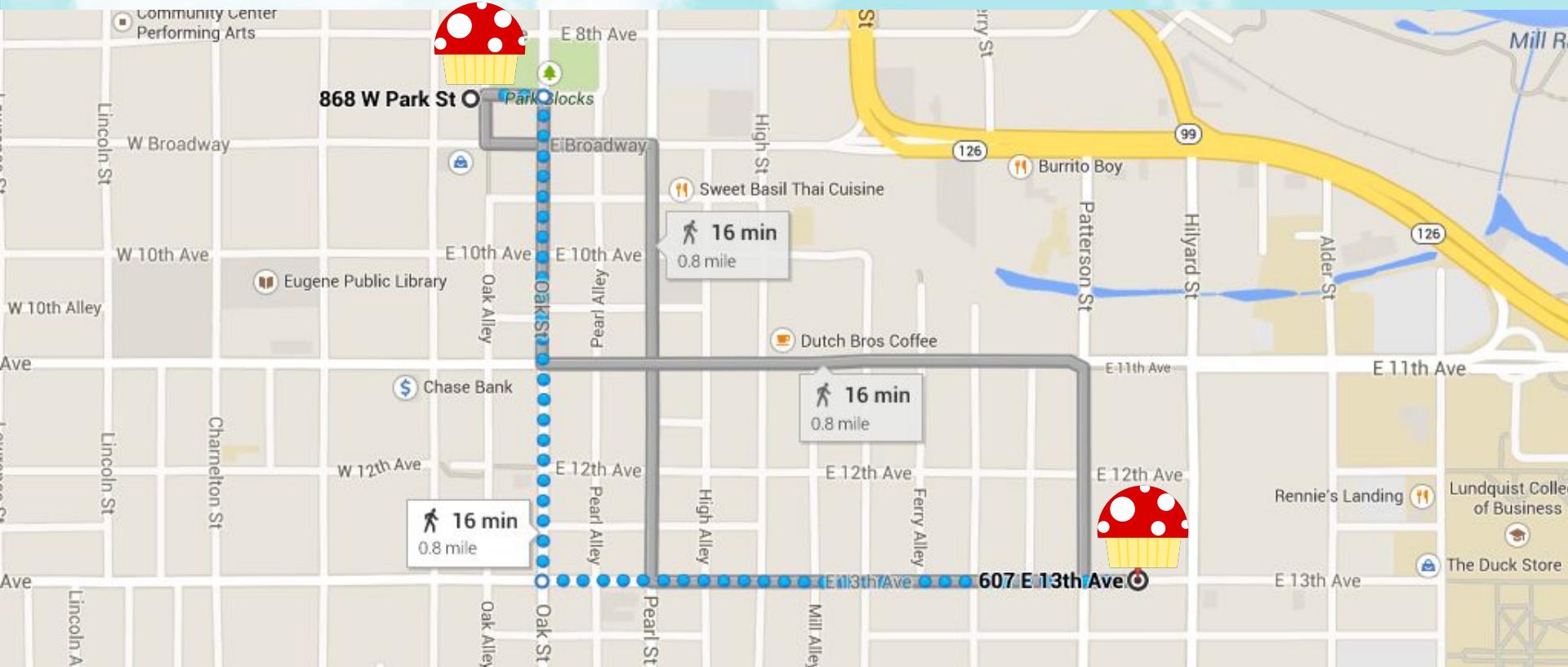
Original name:
Larry's Cupcake
Cafe

Current name:
Toadstool Cupcakes



Toadstool CUPCAKES

Locations



Products & Prices



Tiny Toadstool
\$2.00



Garden Variety
\$3.50



Giant Toadstool
\$4.50



Services



Birthday



Wedding



School



Strengths & Weaknesses

Strengths:

- 2 locations
- Experienced business

Weaknesses:

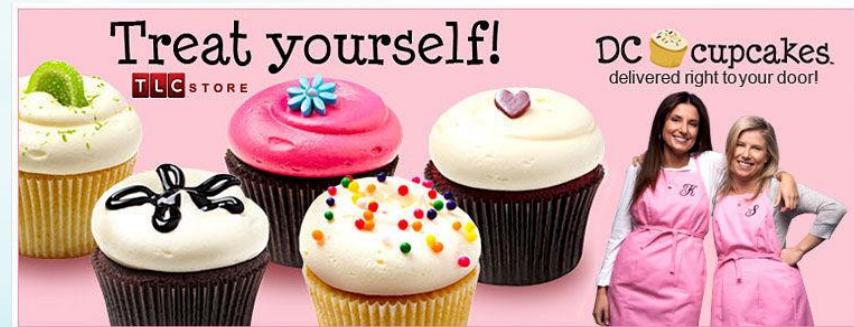
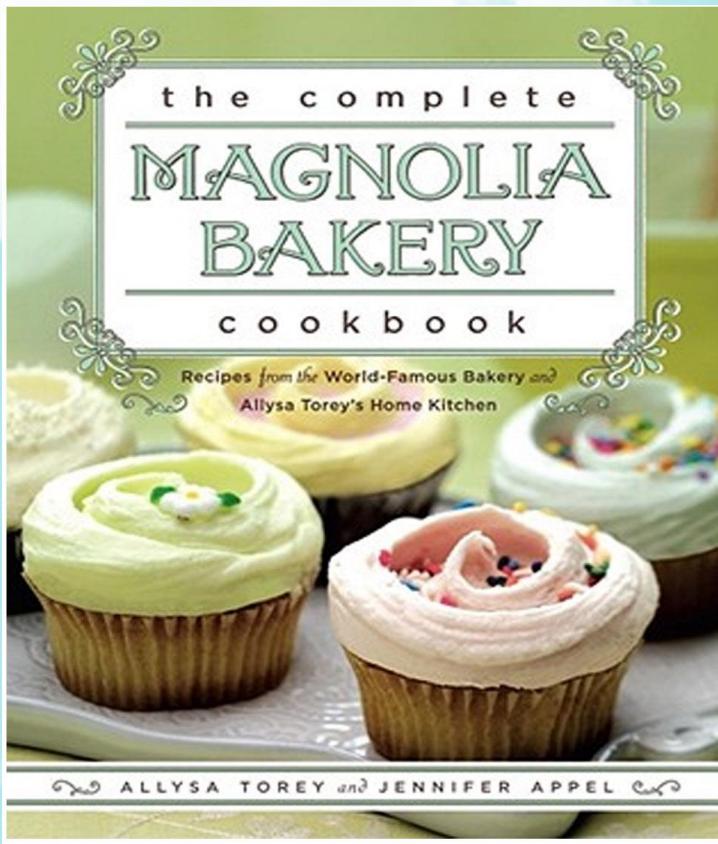
- Decoration
- Not for consuming in-store, designed for take away

Competitive Advantage:

- Product



External Analysis



External Analysis

Industry:

Strong growth in past 7 years, trend declining

- Low cost “luxury” good
- Post-recession economic growth

Competitors:

Sweet Life / Market of Choice / Noisette / Eugene City
Bakery / Barry's



IMC Analysis

Toadstool Cupcake's Current IMC Plan
Website • Facebook • Media



Toadstool Cupcakes

Website

TOADSTOOL CUPCAKES

We invented the Truffle Cupcake!

MENU **BIRTHDAYS** **WEDDINGS** **SCHOOLS** **ABOUT US**

Tiny Toadstools **Garden Variety** **Giant Toadstools** **Buttercream** **Gluten Free/Vegan**

Tiny Toadstool Cupcakes
36 flavors of mini truffle cupcakes.

Garden Variety Cupcakes
12 flavors of creamy filled standard size cupcakes.

Giant Toadstool Cupcakes
6 flavors of jumbo size, double-decker cupcakes.

Buttercream & Special Diets
Traditional, standard size buttercream cupcakes plus gluten free and vegan specialty cupcakes.

Two Eugene Locations!
Downtown Campus
868 W Park St 607 E 13th Ave
541-505-9317 541-505-8009

Happy Birthday
Decorated cupcakes and stands, plus birthday number trays.

Wedding Cupcakes
Why serve one flavor of cake when you can dazzle your guests with dozens!

Graduations & School Colors
U of O, OSU and local high school themes.

Delivery Services & Gift Boxes
We deliver to U of O campus and the greater Eugene/Springfield area.
New for the holidays!

Pumpkin Spice, Apple Pie, Irish Cream, Candy Cane and Eggnog Tarts.

Find us on: [facebook](#)

- Accurate Info
- Linked with Social Media

- Two different links
- Lack of design



Social Media: Facebook



TOADSTOOL CUPCAKES

Like 391 · 129 visits

Recent 2014

Created in Jan, 2014

Social Media: Facebook

 **Toadstool Cupcakes**
Bakery · Cupcake Shop

Liked Following Message ...

Only has one current location

Overview

About Toadstool Cupca

Page Info


Toadally original cupcakes! Eugene's only cupcake shop.

607 E 13th Ave
Eugene, Oregon
(541) 505-8009
Closed Now
Closed until tomorrow
11:00am - 7:00pm
Price Range: \$
<http://www.toadstoolcupc...>
Suggest Edits



Social Media: Facebook

- 10 posts in 10 months
- No interaction with audience
- Lack of information



Media Coverage

kezi.com

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Dessert Cafe Serves Surprise Sweets

by Sean Cuellar
Published March 28, 2013



EUGENE, Ore. — There are continued signs of an improving economy. A new dessert cafe opened up shop in downtown Eugene.

Meet Larry Oswald, as in Larry's Cupcakes and Cafe on West Park Street in Eugene. His shop serves coffee and, like the name says, cupcakes.

Right out of the oven you'll notice they aren't traditional cupcakes.

"Like I said, it's a surprise. Proprietary information and forms the basis of what we call surprise cupcake," Oswald said.

It starts at the assembly line, then add the frosting and a caramel swirl. But wait, there's more—a pinch of salt to marry the flavors. This makes the salted caramel swirl, one of many surprise cupcakes.

"We have almost 40, and on any given day we have total over 50 flavors, including gluten free and vegan," Oswald said.

There are also miniature cupcakes and duck cupcakes.

Larry and his wife, Lisa, have been baking together for 20 years. It started with his wife and her business in Iowa.

"She says, 'You got to help me.' And at that moment I became a baker," Oswald said.

The pair later moved to Ashland and opened up Yummy Cake.

"Then it morphed into Larry's Cakes, and when we came here it became Larry's Cupcake Cafe," Oswald said.

Now they're offering downtown Eugene a dessert cafe and what no other bakery here offers—the largest selection of surprise cupcakes enough to satisfy any palette.

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Cupcake Surprise

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Larry's Cupcake Café brings world-class cupcakes to Eugene CHOW | APRIL 4, 2013 - 12:00AM | BY WILLIAM KENNEDY



"We take the notion of a cupcake and elevate it to the next level," says Larry Oswald, owner, founder, baker (and mopper, he adds) at Larry's Cupcake Café — a new addition to downtown Eugene's food-scene renaissance.

Larry's recently opened in Eugene after nine years in Ashland, moving to be closer to grandkids in Seattle and to escape Ashland's feast-or-famine tourist cycle. Ashland is the Oregon Shakespeare Festival's town and Larry's needed

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more



Strength of Current Plan

- Website:
 - Informational
 - Brand Alignment
- News Coverage

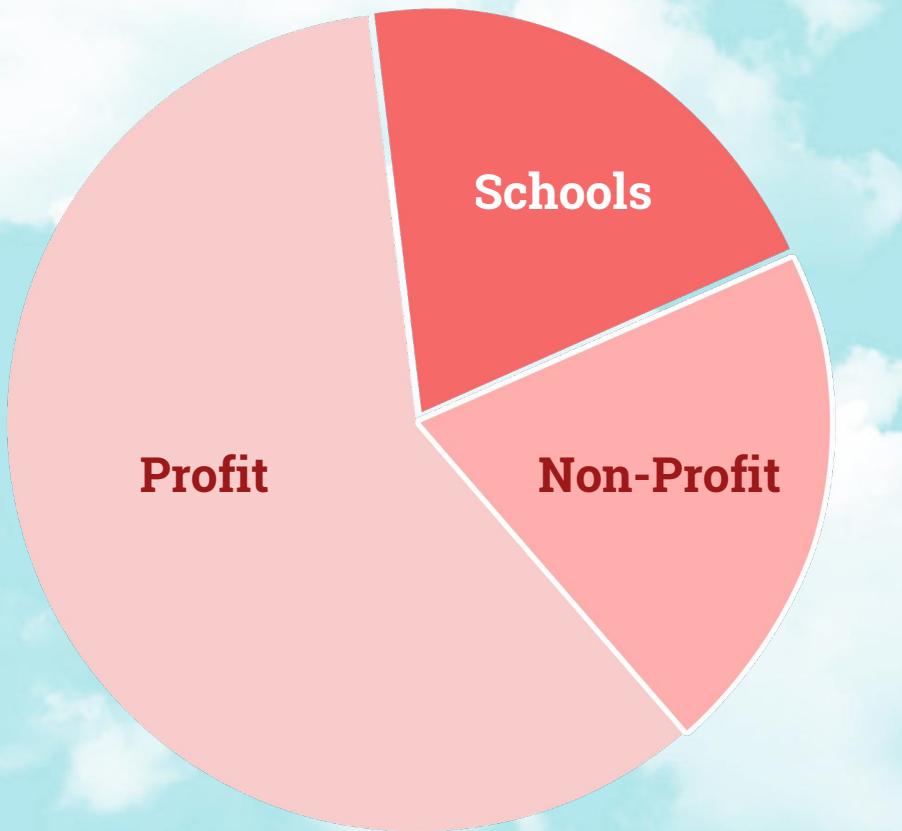


Weaknesses of Current Plan

- Rebranding
- Lack of Interaction
- Inconsistency



STP Analysis



= Positioning =

Product
Competitive
Advantage

Value: More-for-
More



Communication Objectives

During our campaign:

- Increase sales by 20%
- Increase awareness



IMC Plan

Online

- Website
- Facebook

Direct marketing

- Brochures
- Flyers

Sales Promotion

- Coupons
- Ad Specialty



Campaign Pitch

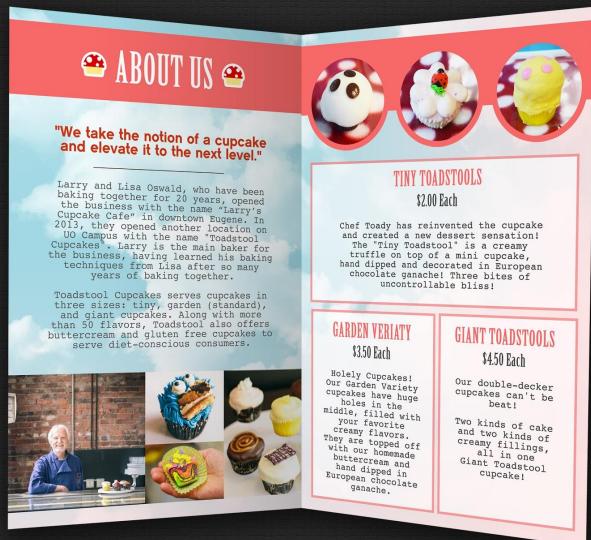


Website



Facebook





Toadstool
CUPCAKES
toadstoolcupcakes.com

Toadstool
CUPCAKES
toadstoolcupcakes.com

= Toadstool =
CUPCAKES



= Toadstool = CUPCAKES



A large Toadstool Cupcakes advertisement. At the top is a green frog on a red polka-dot mushroom. Below the mushroom is a pink ribbon banner with the text "Toadstool CUPCAKES". The website "toadstoolcupcakes.com" is prominently displayed. The advertisement is divided into two sections by a vertical dashed line: "CAMPUS" on the left and "DOWNTOWN" on the right. Each section contains the store's address, phone number, and a QR code and Facebook icon.

CAMPUS	DOWNTOWN
607 E 13th Ave. Eugene, OR 97401	868 W. Park St. Eugene, OR 97401
541-505-8009	541-505-9317



Implementation

Timeline

September 10: Meeting with Larry and designer

September 20: Present flyer design draft, edit and make changes

September 30: Present finalized design, place order

October 10-15: Collect finalized flyers & Salesperson training

October 15-20: Salesperson will distribute flyers



Financials

1 Salesperson (25 hours x \$10)	\$250
1 Designer (15 hours x \$10)	\$150
Printing costs (5000 copies x \$0.06)	\$300
Magnets (2000 magnets x \$0.09)	\$184.45
<hr/>	
Total	\$884.45





Any Questions For Us?



Thank You For Your Attention!