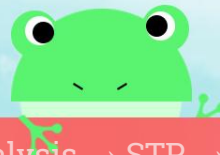




*Presented by:*  
*Anna Kovach, Ina Song, HiChu Nguyen, & Sreya Patel*

## *Internal Analysis*

**Company History**  
**Product/Place/Price Description**  
**Operating Strength/Weaknesses**  
**Competitive Advantage**



## *Company History*



### **Owners:**

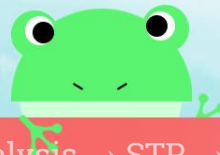
Larry and Lisa  
Oswald

### **Original name:**

Larry's Cupcake  
Cafe

### **Current name:**

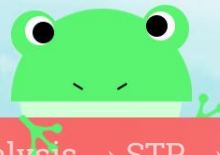
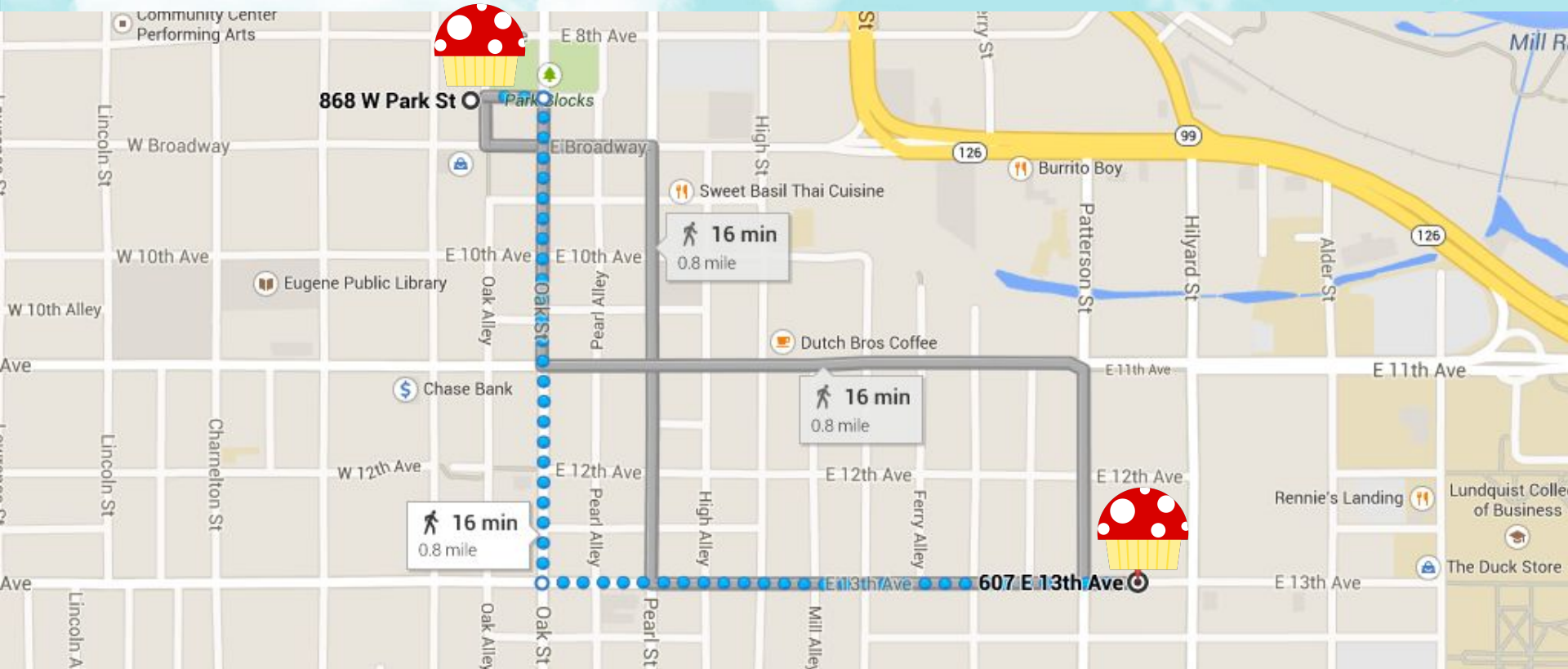
Toadstool Cupcakes





# == Toadstool == CUPCAKES

## Locations



Internal Analysis → External Analysis → IMC Analysis → STP → IMC Plan → Campaign Pitch → Implementation

# *Toadstool* CUPCAKES

## *Products & Prices*



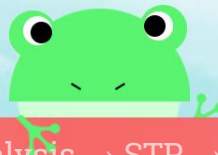
***Tiny Toadstool***  
**\$2.00**



***Garden Variety***  
**\$3.50**



***Giant Toadstool***  
**\$4.50**



# *Toadstool* CUPCAKES

## *Services*



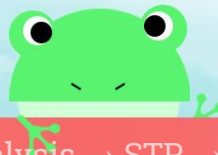
*Birthday*



*Wedding*



*School*





## *Strengths & Weaknesses*

### **Strengths:**

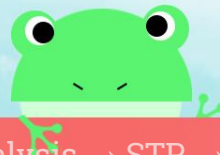
- 2 locations
- Experienced business

### **Weaknesses:**

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

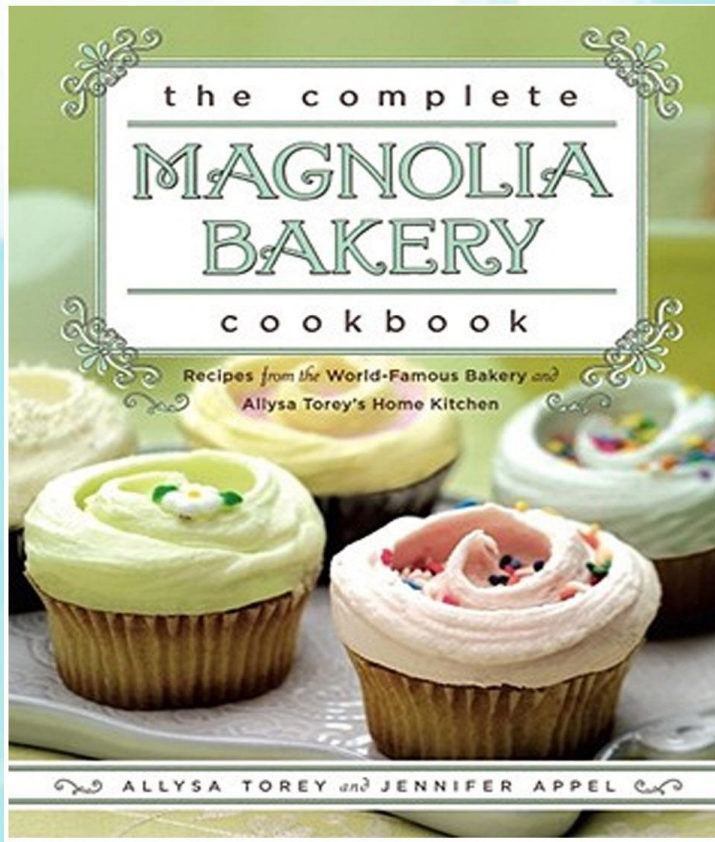
### **Competitive Advantage:**

- Product



# = Toadstool = CUPCAKES

## External Analysis



Internal Analysis → External Analysis → IMC Analysis → STP → IMC Plan → Campaign Pitch → Implementation



## *External Analysis*

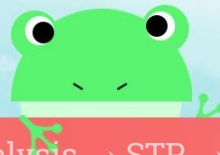
### **Industry:**

Strong growth in past 7 years, trend declining

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

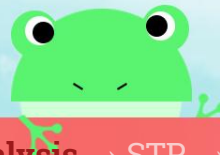
### **Competitors:**

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



- Accurate Info
- Linked with Social Media

- 
- Two different links
  - Lack of design





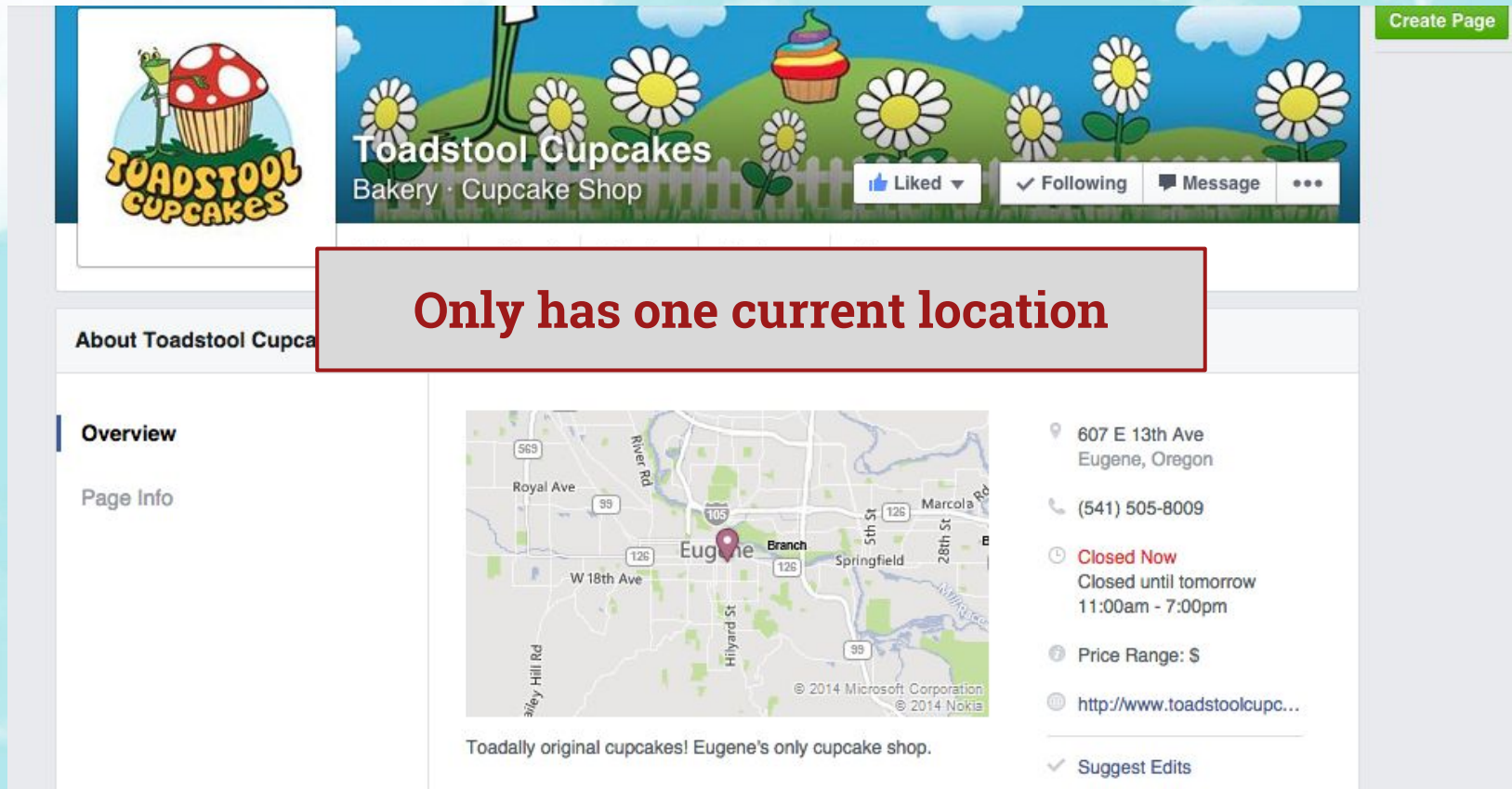
# *Toadstool* CUPCAKES

## *Social Media: Facebook*



# = Toadstool = CUPCAKES

## Social Media: Facebook



**Toadstool Cupcakes**  
Bakery · Cupcake Shop

**Only has one current location**

**About Toadstool Cupcakes**

**Overview**

**Page Info**

**Map:** Eugene, Oregon

**Address:** 607 E 13th Ave, Eugene, Oregon

**Phone:** (541) 505-8009

**Status:** Closed Now  
Closed until tomorrow  
11:00am - 7:00pm

**Price Range:** \$

**Website:** <http://www.toadstoolcupcakes.com>

**Suggest Edits**



## ***Social Media: Facebook***

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






## Media Coverage

**kezi.com** ROSEBURG 39°

Home News Weather Sports Video Greenspace Newslinks Search

### 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.

[f](#) [t](#) [g+](#) [v](#) [p](#) [+](#)

**EUGENE WEEKLY.COM** SEARCH


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SPECIAL SECTIONS BEST OF EUGENE

Home

### Cupcake Surprise

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

[f Like](#) [t Share](#) [g+](#) [v](#) [p](#) [+](#)



"We take the notion of a cupcake and elevate it to the next level," says Larry Oswald, owner, founder, baker (and moppper, he adds) at Larry's Cupcake Cafe — 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 to keep them as many people. Oswald wishes

**Recent blog posts »**

- Frank Zappa and the Watts riots
- Hey Mariota, Pat Robertson says speeding is not a sin
- Fortunate Youth, New Kingston, and THRIVE! at Cozmic [11.18.14]
- It's not the polar vortex
- Grandmas Get High in Washington: Come July they can do it in Oregon, too
- Bringin' It All Back Home: An interview with Yelawolf
- Southern Soul Assembly at McDonald Theatre [11.14.14]
- Gender Diversity Awareness Week starts now!
- The White Buffalo live at Cozmic [11.15.14]
- Catching up with Kevin Hart at the Mall

more



## *Strength of Current Plan*

- Website:
  - Informational
  - Brand Alignment
- News Coverage



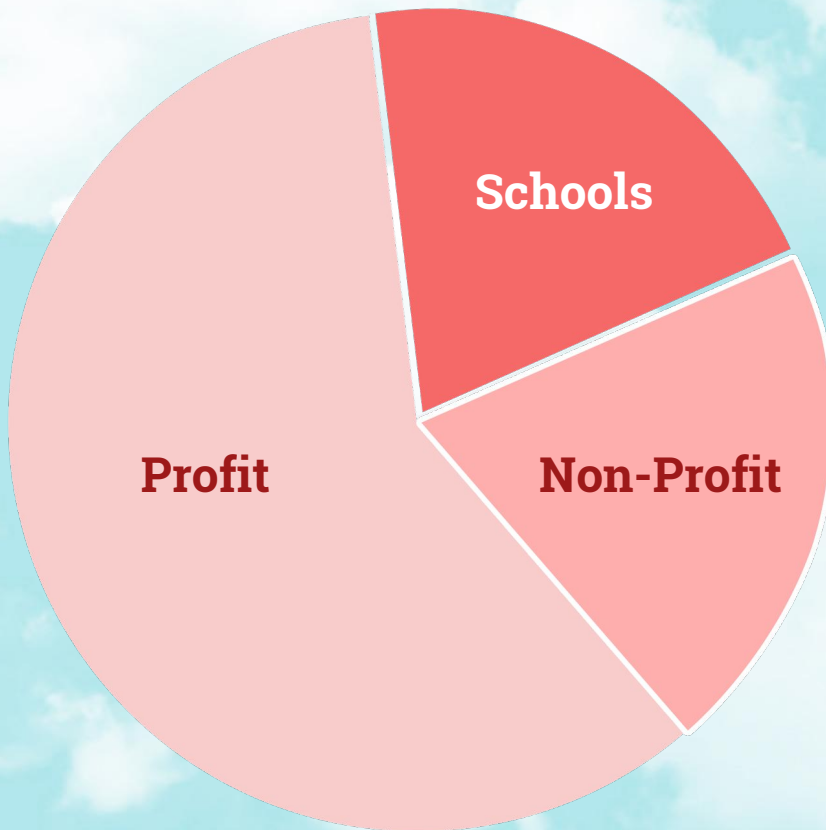
## *Weaknesses of Current Plan*

- Rebranding
- Lack of Interaction
- Inconsistency





## ***STP Analysis***



**= Positioning =**

Product  
Competitive  
Advantage

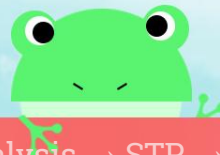
Value: More-for-  
More



## *Communication Objectives*

### **During our campaign:**

- Increase sales by 20%
- Increase awareness



# ***IMC Plan***

## **Online**

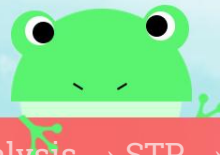
- Website
- Facebook

## **Direct marketing**

- Brochures
- Flyers

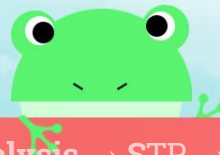
## **Sales Promotion**

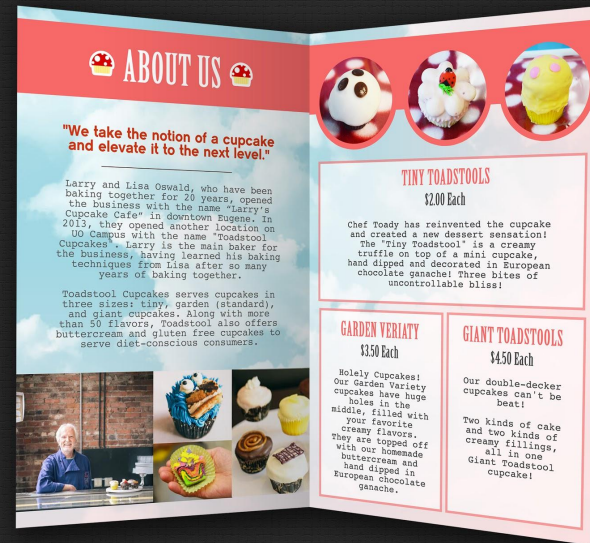
- Coupons
- Ad Specialty





## *Campaign Pitch*





Toadstool  
CUPCAKES  
toadstoolcupcakes.com



Toadstool  
CUPCAKES  
toadstoolcupcakes.com



# == Toadstool == CUPCAKES

**Treat or Treat**

**OCTOBER 20 - 31ST ONLY**

when purchasing 10+ cupcakes **10% off**

**25% off** when purchasing 25+ cupcakes

**Toadstool CUPCAKES**  
toadstoolcupcakes.com

**Toadstool CUPCAKES**  
toadstoolcupcakes.com

**25% off** when purchasing 25+ cupcakes

**10% off** when purchasing 10+ cupcakes

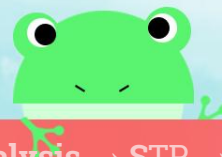
**NOVEMBER 15 - 30TH ONLY**

**DECEMBER 10 - 25TH ONLY**

**10% off** when purchasing 10+ cupcakes

**25% off** when purchasing 25+ cupcakes

**Toadstool CUPCAKES**  
toadstoolcupcakes.com





# *Toadstool* CUPCAKES

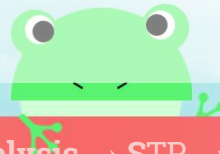


*Toadstool*  
**CUPCAKES**

**toadstoolcupcakes.com**

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





## *Implementation*

### Timeline

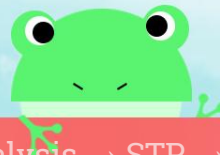
**September 10:** Meeting with Larry and designer

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

**September 30:** Present finalized design, place order

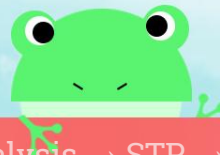
**October 10-15:** Collect finalized flyers & Salesperson training

**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/>	
<b>Total</b>	<b>\$884.45</b>







***Any Questions For Us?***



***Thank You For Your Attention!***