

Executive Summary

Women of today tend to be busier, juggling more roles, and are quite prepared to compromise a bit of the homemade just to save some time. They also have a lot more disposable income compared with their mothers and their grandmothers so buying a cake is not a big deal. Most of women in the middle and lower income level category are faced with the difficult task of trying to balance their career with the motherhood or balance their career with personal life commitments. Instead of staying at home to care for the kids, many mothers work at 8 to 5 jobs to help and support their families to provide a better future for them.

Even though, both authors are in the Y generation, having the domain knowledge of baking skills had decided to convert hobby into business by creating KaKe brand for the product line and the company. As it says in the bible *“Two are better than one, because they have a good return for their labor: if either of them falls down, one can help the other up.”* Ecclesiastes 4:9-12. Therefore, due to the relationship between the two authors and the passion for crafting creative cakes, authors have grabbed the opportunity of the PIM-MBA final project to utilize the MBA knowledge to create the hobby into golden investment in the future.

In order to capitalize on this unmet need, an entrepreneurial venture by the name of “KaKe” of which the name originated in Egypt ages ago, was created to provide high quality, delicious, affordable home made cake with free delivery to the customers door step under the same brand name.

KaKe was developed in three phases; first phase contains 12 major components from market research to launch of the product. The second phase will be concentrate on new cakes which can be targeted for the health conscious consumers and customers who has different consumption patterns such as who are suffering from non-communicable deceases or vegans and to promote local farmers by creating new cake flavours from vegetables and fruits. The final phase will be starting up a KaKe online cake courses which conduct online cake classes and demonstrations about different types of cakes and act as a knowledge sharing portal. Due to the time constrain this project is implemented on the phase one activities only.

There was an overwhelming demand during the test market of the KaKe .During the three weeks of test market authors have conducted a wedding, two birth day celebrations and a tea party. The launch of the KaKe was 9th of April, 2015 has provide us a great publicity

and huge capacity of orders for Sinhala and Tamil New Year which we are unable to meet all the orders with our full time employments. This leads us with to have a strong supplier network to purchase our ingredients. KaKe will be home base online cake company which provides array of quality cakes at a reasonable price.

Therefore KaKe will be your “homemade delicious affordable quality cakes to your door step.