

## What

The business is a small boutique cake shop. It offers unique and personalized cakes for special events. The shop bakes these personalized homemade cakes especially for the client, according to an order, as opposed to regular bakeries which manufacture cakes from a menu. Hedva's clients come out with a cake they feel was made especially for them, fresh-baked. They do not have to compromise on anything, like they do when they buy a cake from a regular store.

## Who

The client is Hedva, a woman who's been baking cakes for many years and who recently decided to convert her talent into a small boutique business of home made cakes for special events. Her main clients are women, aged from 20-60, who buy cakes for birthdays, weddings, holidays, big special dinners. Regular clients order simple cakes, sometimes on weekends. Hedva's secret mission was to develop what she loves, which is baking, into a business, and make it into a small, fun, and easy-going family-like place.

## When

The business started organically, from Hedva's (nicknamed "Hedvi" – that's how the name came about) friends and family. She baked cakes for them all the time, so friends of the family began asking for them, and Hedva decided to start selling them.

## How/Why

Hedvi's emphasis is on the "hominess" of a small shop, in which her goal is to treat her customers like family. The difference between her and her competitors (like "Sweet Lady Jane" and "Sprinkles Cupcakes") is that she provides the high-quality baked goods, but gives every cake a unique touch and works with the client to make every cake perfect and special for the customer. The customer chooses the type of cake, the icing, etc. There are no rules. It's important to Hedvi that the client feels she (or he) they got exactly what they had in mind, and took an active part in the creative process of baking an amazing cake for their event.

## Where

This is an Internet based business. Hedvi cooks at home but gets new customers through referrals, her website and social media. She asks for local clients, so that delivery of the cakes will be easy. Clients can be up to 30 miles away from her home.

## References



## Color Palette



## Suggested Fonts

Hedvi's

HEDVI'S

hedvis

Hedvi's

First sketches



Computer sketches



Website



*find cake ideas*

by event:

party  holiday  wedding  birthday

by shape:

circle  square  heart  other

by icing:

chocolate  sugar dough  frosting

[search Hedvi's](#)

*cake of the week*



VALENTINE'S DAY RED VELVET SQUARE CAKE WITH SUGAR DOUGH ICING

There's nothing that says 'I Love You' more than a red velvet cake! This cake was one of the first I created right after I started working with sugar dough. I have to confess: I have been avoiding sugar dough for a while, not because of the taste, but because I was actually afraid to mess it up!

It turned out that using sugar dough is much easier than you think. The biggest tip I can give you for working with it is first of all make sure that you have enough to cover... [continue reading >>](#)

*Call Me!*



click here to schedule a 1-on-1 phone call with Hedvi to start working on your next cake!

*Cakes of the stars*

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HEDVI'S

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