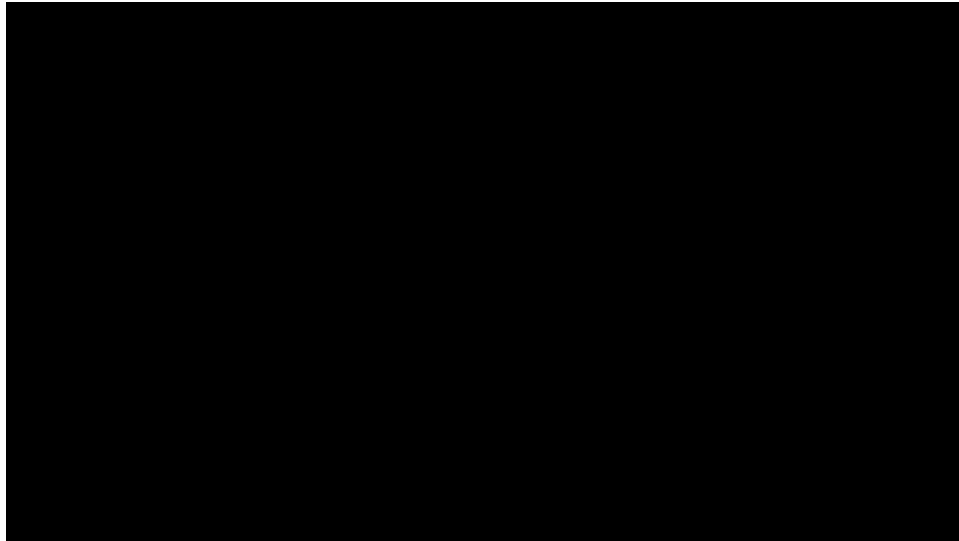




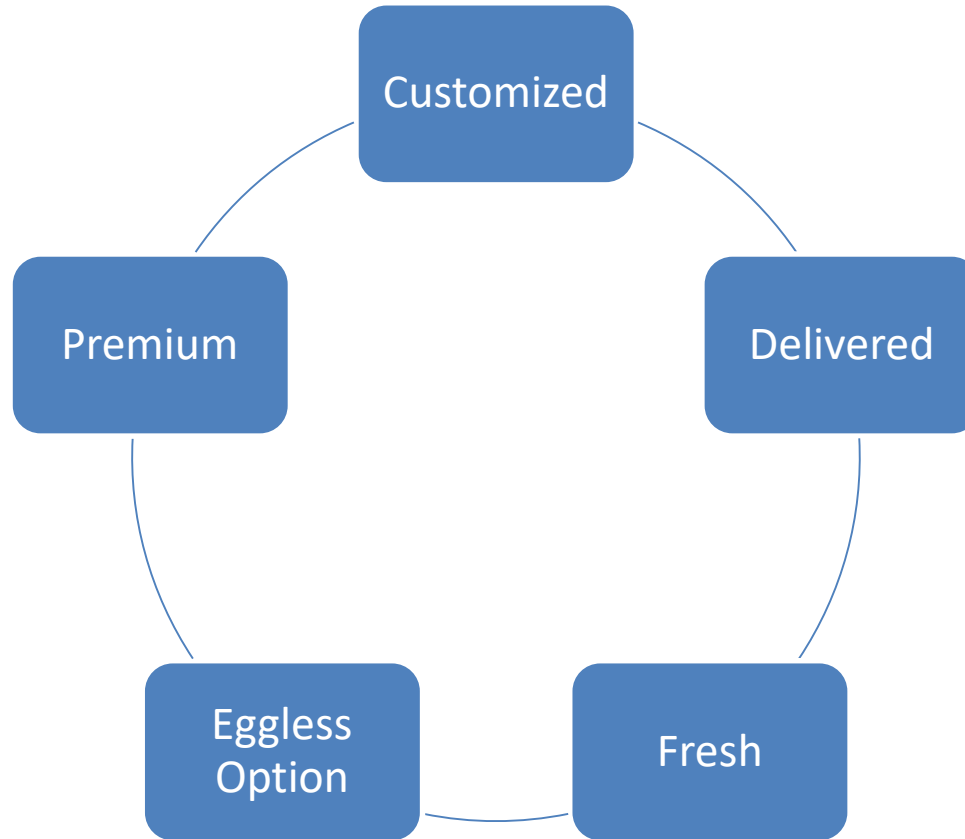
Our journey – Nov 2016 – Feb 2018

# A short video on [cuppacakes.com.sg](http://cuppacakes.com.sg)



<https://youtu.be/bwpyA9uAHMs>

# Our key differentiators



# Our key customer segments



# Our Corporate Customers

- Google
- Facebook
- LinkedIn
- Workday
- Unilever
- P & G
- DHL
- Cycle & Carriage
- Propertyguru
- The Ascott
- Resource Solutions, UK
- HRC Malaysia
- Clinuvel
- Lombard Risk

# Image Prints for Visa



# Personal Events

- Baby Showers
- Birthday Parties
- Anniversary parties
- Full Month Parties
- Festivals & Events
  - Christmas, Chinese new year, Diwali, Holi, Valentine's day, Easter, Singapore National Day

# Mock Artworks for Image Prints





# Personal Events



# Events



# Gifting

- Free Greeting Card
  - Thank You, Happy Birthday, Congratulations.
- Delivered

# Send across your message



# Our People

- Bhawna – Part Time Baker, Owner
- Sangeetha – Full Time Baker, 9am – 6pm,  
Mondays - Fridays

# Sales Funnel

- All Sales are driven by Google Adwords.
- No other sales channels have been activated yet.
- Corporates are the most profitable segment, as the quantities are large.
- Repeat Customers are more profitable, as cost of advertising is zero.
- 2017 revenue of 65,000 SGD.

# Equipment

- Oven (Imported from Italy) – 2500 SGD
- Mixer – 1200 SGD
- 2 door chiller – 2000 SGD (1500 SGD depreciated)
- Display Chiller – 2500 SGD (2000 SGD depreciated)
- Storage tables – SGD 3000
- iMac – SGD 1000 (depreciated)
- Image Printing Equipment – SGD 600
- Furnished Shop as per NEA requirements – SGD 10000
- Website + web design – SGD 10500
- Ad agency – Google + shopping setup – SGD 1500
- POS Machine – SGD 3400 (Grant of 3200 SGD)
  
- Total cost of the shop – Approx 35,000 SGD (after depreciation)

# Licenses

- NEA – Foodshop license – Till Oct 2018
- URA – Till August 2018



# Pre requisite for the new baker

- Basic food hygiene certificate

# Thanks!

- Company Valuation – 1 times revenue at 65,000 SGD. (Valued conservatively at 1 times for a consumer brand, given that the operation is 1 year old).
- Thank You