

# Structuring Critical Feedback

Once you have reviewed all the investor feedback on your business and completed the table below; This may be used as content for Task 7.



Comment / Feedback	S,W,O or T?	Action to Take
Whole business plan being based on a social trend	W	Have an alternative business idea in case of loss
Exact location not made clear	O	Choose an exact location so investors know where we will be located
Opportunity to expand and supply produce to caterers	O	Add to Opportunities
Better tourist location such as Fremantle	O	Remain in Scarborough due to the even higher rental costs of Fremantle
Beach location is frequented mostly during the summer season	T	Figure out winter strategy
Target market could be difficult to interest	W	The target market are people of all ages so promotional campaigns for all walks of life will need to be consider, hence adopting a broad approach.
Threats need to be looked at in greater detail	T	Expand on threats for final product
No target market	W	Target market needs to be more specific i.e. Mothers age groups with 'x' children
Provide unhealthier cupcake	W	Include alternative products/ingredients when describing products
Not unique idea	W	A cupcake business is a unique idea in Perth, as we have researched. The café may not be but we believe that combining will cover the reliance on a social trend.

High-end pricing	W	The business suggested we could “get away” with high end pricing due to the demographics but the business will be looking to sell the cupcakes at a cheaper price and still break even.
High rent of the area	W	Business believes that we can cover those costs due to sales and the increased potential customers based on the location.
High inventory turn over	W	This will mean that we are selling productively, and for those items not sold “reduced to clear” specials will cover production costs.
Wasn't an obvious point of difference that makes with viable - lacks a distinguishable attribute	W	We believe that the “cupcake” part of the business is unique.
Doesn't overly consider the main weakness of competition and people with allergies	W	Allergies is something we will look into to cater for all customers
Cupcake chefs, selling and distributing in the cafe while making desserts, and should not also serve customers at the same time	W	This is a well-known industry practice in small business.
Not the best type of food that people would be wanting in the area	W	We believe that coffee is what they want and cupcakes are the complement. Sales generated by other cake businesses prove viability.
Expenses would be too high for a reasonable profit to occur	W	Other cake business run on these same principles
Overview of Revenue and Cost Items was very poor and not comprehensive	W	The list will be refreshed and more organised
Promotional campaign proposed will be unable to generate enough public interest and awareness	W	We believe that the promotional campaign will generate enough for the small business funds we have.
Free sampling is a good idea but could be costly	W	Well worth it in the long run. Only one person gets one little bit, and wants even more.
General budget and costs which still needs more specific percentages	W	The business will look into creating a visual representation for the budget.