

Issue

Consumers are time poor, but they want to personalise cakes for children's birthday celebrations without the hassle of baking and icing.

Aim

To develop a cake which offers convenience but consumers can personalise which can be produced by Florentines to be sold chilled to supermarkets.

Desirable Product Attributes

- Attractive appearance
- Suitable for 5-10 year olds
- Quick and easy for consumers to put together
- Consumers can personalise
- Suitable for a celebration

Method

- Researched special occasion cakes with consumers
- Researched birthday cakes in the market
- Interviewed bakery
- Concept research with target consumers
- Trialled recipes and colours
- Consumer sensory research
- Finalised recipe and concept
- Finalised packaging and labelling

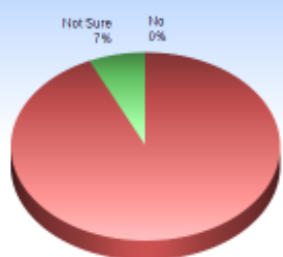
Problems Encountered

- Getting the colours right
- Developing the recipe for an even and tasty cake
- Finalising the layer sizes
- Getting the icing texture right

Consumer Research n=29



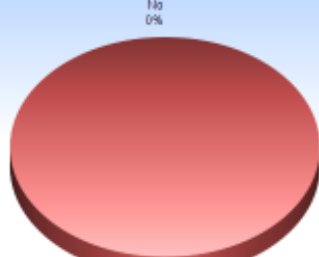
Do you like the concept?



CONCEPT

Yes 93%

Do you like the taste?
Cake and icing



TASTE

Yes 100%

Do the colours of the layers look appealing?



LAYERS

Yes 96%



POT OF GOLD

Final Product Concept:

A cake kit consisting of a 5 coloured layers with white icing. The cake has a hole in the centre which consumers can fill with lollies or chocolates of their choice, and a decoration pack to finish the decoration. The cake is sold chilled to supermarkets. It is packaged in a window box so the consumers can see the product.

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