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***IMPACT OF DIGITAL MARKETING STRATEGIES ON BRAND RECOGNITION: A
STUDY ON PALACE SWEETS AND BAKERS***



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PALACE SWEETS & BAKERS

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This is to certify that the content of this project "Impact of digital marketing strategies on brand recognition" - a case on Palace Sweets and Bakers by "Nayab Zahra and Muhammad Abdullah" is a bonafide work of them in fulfillment of our requirements submitted to "Palace Sweets and Bakers" central market lalarukh wah cantt for consideration on the accomplishment of provision of enhancing our brand reach and knowing out customers need

The original work was carried out by them under my supervision and guidance. I certify the originality and need of the work carried by the above mentioned prospects



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EXECUTIVE SUMMARY

Digital Marketing is an important tool for every business in today's world. Without digital marketing no business can be successful, yet traditional marketing is still prevailing in the market but everyone has adopted new techniques of marketing. This report is useful in identifying the use of Digital Marketing and Social media in 21st century. The study shows that how it had changed the businesses and helped them to grow in very short time period.

The abstract of this project provides a brief overview of the key objectives, strategies, and deliverables of the project, as well as the expected outcomes and benefits for palace sweets and bakers. The project's purpose is to develop social media pages that include Facebook and Instagram. Similarly, we have established a website with integrated blog section along with Google analytics. This allows us to spread our promotions and alerts via online means. The integration of Google analytics enables the company to capture the type of audience and their behavior that allow them to get a better picture of their interested customers, their input on different platforms will help the palace sweets and bakers to improve and consider the needs of the customers. Additionally, we had to create a logo, packaging, ads, and business cards for our bakery, something that would draw many people to the products and services we are offering in addition to our consumers. We also needed to determine our company's budget and expenses. For future implication application can be designed that will cater for online booking and delivery services including event management. They also have a plan to expand the business to different cities of Pakistan.

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CHAPTER 1

1.1 Introduction

The global bakery industry is a significant market, valued at approximately \$478.5 billion in 2020, and is expected to grow at a CAGR of 4.6% from 2021 to 2028. The industry includes a wide variety of products, including cakes, pastries, biscuits, donuts, and other baked goods. Large multinational organizations compete against numerous small and medium-sized businesses in this highly fragmented market. A growing middle class, rising urbanization, and shifting customer preferences are only a few of the causes of the bread industry's expansion in Asia Pacific.

The industry is growing because to the rising demand for healthier and gluten-free bakery goods. Due to the increasing demand for high-quality and healthful bakery products, a number of specialty bakeries and cafés have appeared in major cities all over the world. The COVID-19 epidemic has also had an effect on the baking business, as customers are increasingly resorting to online marketplaces to buy bakery goods. Together with changing customer preferences, the pandemic has increased demand for healthier bakery goods including gluten-free and vegan choices.

Bakery industry of Pakistan

The bakery industry in Pakistan is a significant market with a growing demand for baked goods. The growth of the bakery industry in Pakistan can be attributed to factors such as changing consumer preferences, the rise in demand for healthier and more convenient food options, and the increasing urbanization of the country. The bakery market in Pakistan is highly fragmented, with many small and medium-sized enterprises competing with large multinational corporations.

The industry includes a variety of products, including bread, cakes, pastries, biscuits, and other baked goods.

In response to the rising demand for high-quality bakery items, a number of artisan bakeries and cafés have appeared across the country's major cities. Due to shifting customer tastes and escalating urbanization, the bakery business in Pakistan is a sizable market with a rising demand for baked goods. The market will likely offer chances for both small and large businesses in the future years as the industry is predicted to develop further.

Palace sweets and bakers

Palace Sweets and Bakers is a bakery located in Wah Cantt that offers a variety of baked goods such as sweets, cakes, pastries, bread, biscuits, pizza, salads, and other desserts. They use high-quality ingredients and traditional methods to make their products. Palace Sweets and Bakers is known for their wide range of flavors and designs, and they offer custom-made cakes for special occasions such as weddings, birthdays, and anniversaries. Palace Sweets & Bakers offers a range of savory snacks in addition to their baked goods, as well as beverages including tea, coffee, and juices. Palace Sweets and Bakers also has third party online ordering system or food panda where clients may place orders and have their purchases delivered right to their door. In general, Palace Sweets and Bakers is a reputable bakery in Wah Cantt that is renowned for its mouthwatering and superior baked goods, exceptional customer service, and easy accessibility. They are well-known in the business for their dedication to quality and client satisfaction.

The supply chain of Palace sweets and bakers is managed by themselves. Raw materials have been bought from suppliers and back side of bakery there is a production process where the inventory is managed and all products are made there.

Vision

To become a well-known bakery in Wah Cantt region.

Mission

To sell affordable yet best quality sweets and bakery products and thus create joyful and happy moments in people lives.

1.1.1 Project Rationale

The amount of customer knowledge and familiarity with a particular brand has referred to as brand recognition. It gauges how quickly and readily people can recognize a brand and how well they are familiar with its goods or services. Businesses may benefit significantly from strong brand recognition since it can improve sales, foster consumer loyalty, and give them an advantage over rival businesses. Similarly, digital marketing strategies can substantially impact brand recognition by increasing brand awareness, improving brand messaging, engaging customers, and providing data-driven insight.

There is fierce competition among minor and significant enterprises in the sweets and bakery sector. Businesses selling sweets and baked goods may stand out from the crowd and set themselves apart from rivals by using a digital marketing strategy emphasizing brand recognition. In the bakery and sweets sector, digital marketing strategies are essential for establishing brand recognition. Businesses that engage in methods for digital marketing may have a strong online presence and enhance their brand recognition as more customers look for goods and services online. This will increase sales and income.

The impact of digital marketing strategies on brand recognition for palace sweets and bakers can be significant. However, bakers and sweets crafts have been growing in popularity, but the palace sweets and baker's model is now incorporating more social media and digital marketing

strategies. As a result, the bakery is at a turning point when businesses may either embrace branding as a helpful ally or risk becoming obsolete by staying in the mainstream. Here are some reasons why a project on digital marketing strategy for brand recognition is necessary for the palace sweets and bakers.

- Increasing importance of online presence
- Need for effective targeting
- High competition
- an image that is outdated
- Growing importance of social media
- Need for data-driven decision-making

Overall, the project on Palace sweets and bakers digital marketing strategy would be required to develop a strong online presence, target the right audience, stand out from rivals, utilize social media platforms, and make data-driven choices for the bakery to sell sweets and baked goods. Such a concept can support the bakery's growth and competitiveness in the digital environment.

1.1.2 Project Purpose

The project's purpose for brand recognition in the palace sweets and bakers would be to create and practice digital marketing techniques that boost brand recognition and spur bakery growth and profitability in this sector. Palace sweets and bakers may differentiate themselves from rivals and increase customer loyalty and trust by establishing distinctive brand recognition. Palace sweets and bakers improves its online presence and communicate with customers more successfully by utilizing digital marketing tools like SEO, mobile marketing, and social media platforms i-e Facebook, Instagram, website, brochures, packaging etc. The project also aims to

provide the bakery with valuable data and insights about the customers about their preferences that they can use to optimize their digital marketing strategies continuously.

Social media serves as a friend to bakery businesses and with their no social media existence they are lacking the support they can benefit from in this digital age. Social commercials are not only more reliable than TV and radio ads, but also less expensive. Additionally, you are free to interact on other social media platforms before expanding with sponsored advertisements. Reaching a specific audience is more difficult with traditional advertising than it is with social media ads. With the help of social media advertisements, we can connect with specific prospects, boost conversion rates, and ultimately raise return on investment. Likely, performance analysis will help them understand whether advertisement is effective and can help you make improvements. It will also enable them to spread brand awareness that is currently now known to many.

1.1.3 Project Goal

Increasing their online presence and drawing more clients to their real bakery is the Palace Sweets and Bakers' project goals in digital marketing. This aim may be accomplished via a number of particular goals, which include:

- **Creating a strong online presence**

Developing a user-friendly website that showcases the bakery's products, services, and values. Creating social media profiles on Instagram, Facebook, and website to engage with customers, involve their opinions, share content, and promote it through different ads, brochures.

- **Improving search engine rankings**

Optimizing website content to rank higher on search engine results pages for relevant keywords using Google keyword planner, meta tags, Google search console and making it easier for

potential customers to find the bakery online. Relevant keywords that potential customers use when searching for bakery products or services are identified.

On page optimization is also done using title tags, meta tags and trending hashtags. Palace sweets and bakers encourage satisfied customers to leave positive reviews on platforms like Google, Instagram and Facebook. Respond to reviews, both positive and negative, to show engagement and build trust.

- **Building customer relationships**

Developing personalized email or mobile marketing campaigns that keep customers informed of new products, promotions, and events. To develop strong relationship with customers Palace sweets and bakers provides exceptional customer service online, and promptly responding to customer inquiries and reviews as customer relationship is the main competitive edge in bakery sector. Candela or Retail Pro retail management software is used for CRM where the data of customers is stored and using this, they can target them with promotions and new offerings.

- **Reward System**

At Palace Sweets and Bakers, we value our customers' loyalty and strive to provide them with rewarding experiences. As according to Pareto 80-20 rule, 80% revenue comes from 20% of the loyal customers. Our key rewards program offers several enticing benefits. The rewards system includes free delivery above Rs 2000. Through social media pages, certain giveaways are also rewarded to the customers. Also there is a QR code of Palace sweets and bakers through which customers scan code and fill a form which results in reward of cashback or some discounts. Free samples are also given to customers when they offered new products like iced latte, Arabian shawarma, new pizza flavor.



- **Boosting sales and loyalty**

Developing effective online advertising campaigns to reach new customers and encourage business from existing ones. Offering online ordering and delivery options to increase convenience and accessibility for customers.

The Palace Sweets and Bakers successfully uses digital marketing to accomplish their project goal of raising their online presence and drawing more clients to their actual bakery by concentrating on these goals.

1.1.4 Broader Statement of Scope

Through digital marketing, Palace Sweets and Bakers improve its online presence and draw in more clients. Their digital marketing plan uses a range of online platforms and strategies to market their goods and services, interact with consumers, build brand recognition, and boost sales. Search engine optimization (SEO), which entails optimizing their website's content and structure to rank higher on search engine results pages for relevant keywords, is a crucial component of their digital marketing strategy. This makes it simpler for potential clients to find the bakery online, increasing website traffic and boosting sales.

Another essential aspect of their digital marketing strategy is social media marketing, where the bakery can use platforms to engage with customers, share content, and promote their products and services. This can help them build a community of loyal customers, increase their brand awareness, and generate more business. Moreover, mobile marketing is another technique that can help Palace Sweets and Bakers build stronger customer relationships and increase sales. By

sending personalized emails or messages to customers, they can inform them of new products, promotions, and events, and encourage them to make purchases. Online advertising is another critical aspect of their digital marketing strategy, where they can leverage platforms reach new customers and drive sales.

Overall, the broader scope of Palace Sweets and Bakers in digital marketing includes using various online channels and techniques like website, Facebook, Instagram, brochures, design logo, business cards, packaging and build customer relationship to differentiate from competitors, achieve their marketing goals and improve their overall business performance.

1.1.5 Project Objectives

The objectives of this project is to focus on the strategies to recognize the brand.

1. To create better awareness of the brand.
2. To have appreciative image of the brand in the eyes of customers.
3. To increase customer loyalty.
4. To build a favorable relationship with customers.

We would employ a variety of digital marketing strategies, including the following, to reach these milestones:

- Digital ads on Facebook and Instagram pages and other social media platforms
- Customers are introduced to a website via social media accounts, where they may navigate through a list of products, customization, event management special sales announcements, and vouchers. Similarly, it will also satisfy any particular occasion's requirement for customization.
- The website will feature customer testimonials, including reviews and product ratings.

1.1.6 Anticipated Benefits

The project's anticipated benefits will improve consumers' brand perception of the palace sweets and bakers. Many elements may be taken into account in determining the project's performance concerning brand recognition, including:

- **Increased brand awareness:** An increase in brand awareness can be measured through metrics such as website traffic, social media engagement, and search engine rankings. Brand awareness can increase customer recognition, improving sales and revenue.
- **Improved customer engagement:** Customer engagement can be measured through customer feedback, reviews, and social media interactions. A successful project on brand recognition can improve customer engagement by creating a strong emotional connection between the brand and its customers.
- **Increase in sales:** One of the critical metrics of success for any business is an increase in sales. Using digital marketing strategies for Palace sweets and bakers lead to a rise in sales, indicating that the company has successfully connected with its target audience.
- **Improved customer loyalty:** Customer loyalty can be measured through repeat business, customer referrals, and customer retention. These strategies for brand recognition improve customer loyalty by creating a strong and memorable brand identity that resonates with customers.
- **Improved reputation:** Reputation can be measured through various metrics such as customer reviews, social media monitoring share of voice, and media coverage. Feedback, surveys, reviews of customers lead to an improved reputation for the Palace sweet and bakers, which can help attract new customers and improve customer loyalty.

- **Improved market share:** Market share can be measured by comparing the palace sweet and baker's sales and revenue to its competitors. Using these strategies, palace sweets and bakers tries its best to regain its market share that has lost due to low brand awareness.

Ultimately, the Palace sweets and bakers success in brand recognition will depend on achieving the project's specific goals and objectives while improving the overall reputation, customer engagement, and business market position.

1.1.7 Key Success Factors

Some of the critical success factors include:

1. Website design and user experience

A well-designed website that is easy to navigate and provides a great user experience is crucial for the palace sweets and bakers' success in digital marketing. The website should be visually appealing, mobile-responsive, and provide relevant information about the company's products and services.

2. Search engine optimization (SEO)

Optimizing the website for search engines can help the palace sweets and bakers rank higher in search results, driving more organic traffic. Boosting sales for our bakery through SEO requires strategic implementation. We will start by conducting keyword research to identify popular search terms related to our bakery and incorporate them naturally into our website content using Google keyword planner and trends. Focus on local SEO by optimizing for location-based keywords. We will also create high-quality, engaging content such as posts and videos to position our bakery as an industry authority. Also, optimize on-page elements like titles, meta descriptions, and header tags, and ensure that our website is mobile-friendly. We will encourage online reviews and respond to them promptly to build a positive

reputation. Lastly, we will conduct website performance using analytics tools to continually refine our SEO strategy and attract targeted organic traffic that can convert into sales.

3. Social media presence

An active and engaging sites can help the bakery reach a wider audience and build a strong online community. To build our social media presence, we will employ various strategies. Firstly, we will identify the social media platforms most relevant to our bakery, such as Facebook, Instagram, and PR marketing. We will create compelling profiles that accurately represent our brand, incorporating our logo, bakery information, and a description that highlights our unique offerings. We will consistently share high-quality content, including visually appealing images of our delicious baked goods, behind-the-scenes glimpses of our bakery, and engaging captions that resonate with our audience including CTAs. We will also leverage hashtags and participate in relevant conversations to expand our reach and connect with potential customers. Furthermore, we will collaborate with influencers or partner with local businesses to extend our brand's visibility. By regularly monitoring our social media analytics, we will gain insights into the preferences and behaviors of our audience, enabling us to refine our strategies and ensure our social media presence effectively represents our bakery and helps drive engagement and sales.

4. Mobile marketing

Mobile marketing campaigns can help the bakery reach its existing customer base and promote new products, offers, and events. To execute email or mobile marketing for our bakery, we will follow these steps. We will start by building an email list or contact list through our surveys using software candela and in-store sign-up forms, offering incentives to encourage customers. We will segment our audience based on preferences, purchase history,

or demographics. We will create compelling content for our email or mobile campaigns, including promotions, new product announcements, recipes, and bakery updates. We will personalize our emails by addressing recipients by name and automate certain aspects of our campaigns, such as welcome emails or birthday offers. We will remember to comply with relevant email marketing regulations, including obtaining consent and providing them relevant information.

5. Analytics and data-driven insights

Using analytics tools to track website traffic, user behavior, and other metrics can provide valuable insights for optimizing digital marketing strategies. Using analytics tools like Google analytics and insights to track website traffic, user behavior, and other relevant metrics is crucial for optimizing our digital marketing strategies. By implementing analytics, we can gain valuable insights into how our website performs, how users interact with our content, and how our marketing efforts drive results.

1.1.8 Quality Definition

The particular goals of the project will determine the quality criteria that might be used to evaluate it in the palace sweets and bakers. Nonetheless, a few possible standards for quality include:

- **Brand recognition:** The brand recognition of palace sweets and bakers is measured through metrics such as website traffic, social media engagement, or customer surveys. These tools provide us about the information that whether the targeted campaign reaches its audience or not.
- **Product quality:** The palace sweets and bakers should ensure that its products meet or exceed the bakery industry standards for quality, safety, and performance. This includes

regular testing and monitoring of products to ensure that they are not expired and meet the brand's quality standards. As the product quality is the one which differentiates it from its rivals and helps palace sweets and bakers to recognize its brand.

- **Packaging and labeling:** The palace sweets and bakers should ensure that its products are packaged and labeled properly to meet the requirements of the customers. This includes providing clear and accurate information about the product and its use, as well as ensuring that packaging is safe and secure for delivery.
- **Customer service:** The brand should ensure that its customer service is of the highest quality, by providing prompt and helpful responses to customer inquiries and complaints. Palace sweets and bakers also offers its customers to vote for new products that they have to launch to gain the trust of customers and also by providing free samples.
- **Online delivery:** The palace sweets and bakers should ensure that its products are delivered to customers in a timely and efficient manner, while also maintaining quality standards to beat its competitors.
- **Compliance:** The bakery should ensure that it is compliant with all relevant regulations and laws according to the food and regulatory authority. As palace sweets and bakers also have their production house so proper check and balance is maintained for hygiene and labelling. Palace sweets and bakers have also filled proper labelling form for its products to Punjab food authority.
- **Stakeholder satisfaction:** The success of palace sweets and bakers may be evaluated by the level of satisfaction of essential stakeholders, including partners, employees and workers, and investors. Employee's satisfaction for any business as they are the main stakeholder of palace sweets and bakers as they have to deal with customers so they should be properly trained.

These are only a few examples of the quality criteria that could assess a project's efficacy in the palace sweets and bakers. To ensure that the project achieves its objectives, it is essential to establish clear and specific quality criteria.

1.1.9 Major Deliverables

The primary deliverables needed to complete a project in the palace sweets and bakers will vary depending on its unique goals. But the following are some potential direct outputs that may be part of a project to enhance brand awareness for a bakery:

1. **Social media content:** Creating social media material, such as blog posts, facebook, instagram, photographs, and website, is a crucial deliverable that will interest the target market and advance the reputation of Palace sweets and bakers.
2. **Customer report:** To monitor customer satisfaction, pinpoint areas for development, and make necessary modifications to the branding and marketing strategy, a customer feedback report can be produced to make the future goals according to the surveys.
3. **Google analytics:** This will be the major marketing business tool that will be integrated on the website. This will enable the managers to log into the traffic that will be needed to access the potential customer. This will allow to know the behavior of the customer; this will enable them to know what type of business and marketing strategies to opt for while seeing the base customers.

Google Analytics can also assist organizations in forecasting customer behavior. For instance, the rate of client churn for a given time frame. This tool can give us information about our bakery that will enable the palace sweets and bakers to allocate the funds required to keep consumers. It improves the marketing strategy and other business-related plans with the aid of these types of insights. The bakery will have a clearer route to a return on

investment thanks to these features. The data collection may be used to develop a target for next advertisements. As it is geared to a market that is already interested, this information will help the bakery place advertisements that will provide certain returns.

The project's objectives to increase the bakery's brand awareness will determine the final product/deliverables. Yet a few such final products or deliverables may be:

- 1. Increased natural traffic:** Increased website traffic can serve as a final product deliverable, showing the marketing campaign's success and the company's branding efforts were successful. Website that is optimized for SEO, appear in Google search results. This implies the website appear in the search results when people are looking for a certain good or service. We have the chance to significantly grow your consumer base as a result.
- 2. Positive brand reputation:** A successful brand reputation is the product/deliverable that proves the project successfully created a powerful and identifiable brand identity through social media marketing.
- 3. Social media pages:** Digital advertising on social media platforms, search engines, and other online platforms can help the bakery reach a targeted audience and drive more traffic to the website. Digital advertising is an effective way for our bakery to reach a targeted audience and drive more traffic to our website. By utilizing social media platforms, search engines, and other online platforms, we can maximize our online presence and increase brand visibility. On social media platforms like Facebook, Instagram, we can create targeted ad campaigns that reach users based on their demographics, interests, and behaviors. We can leverage the platforms' targeting capabilities to ensure our ads are seen by individuals who are most likely to be

interested in our bakery and its products. We can also utilize retargeting techniques to reach users who have previously interacted with our website or social media content, increasing the chances of conversion. Search engine advertising, such as Google Ads, allows us to display our bakery prominently in search engine results when users search for relevant keywords.

4. Logo Design: No brand is completed without the Logo. It depicts the visual identity of the brand with which customer get familiarized with. A company's logo serves as its initial contact with customers. Although a company's logo is only one aspect of its brand, it forms the basis for the complete story that the brand is based on. The story you're attempting to tell will dictate the colors, tones, and typefaces you use, and your logo sets the scene for this story.

5. Broachers: A brochure is regarded as a typical marketing tool that is used to promote any company, its goods, or services. It is also a fantastic approach to expose Palace sweets and bakers goods and services to current clients or broaden their appeal to potential new clients. It may deliver to them personally, mail them, or leave them at particular establishments that are willing to assist you in reaching your target market. These might be employed to advertise the bakery name, new deals, packaging, delivery and many other things.

6. Packaging: As the business is providing takeaways in boxes so the packaging should be appealing and look good to the customers. It defines the brand image in the eyes of the customer. Catchy color scheme and good quality of the packaging will allow them to achieve this objective. This will give a premium image of the brand to the customer, so

they are attracted for the future use while maintaining the cost effectiveness of the business.

In a cutthroat market, distinctive packaging offers a point of differentiation. Packaging helps to define and communicate the narrative of your company. A key component of maintaining brand consistency is delivery packaging. Consider it as a continuation of brand, from its digital platforms all the way to the customer's actual experience once they receive the goods.

7. Business Cards: These provide the customers with the basic sense of physical evidence of the customers. Nice and appealing business cards shows how serious the company is in maintaining its picture in the view of customers. These will cater with the contact person's details and ordering of the customized orders for the customers.

The simplicity with which they provide contact information is one of the reasons why business cards are still in use. Customers need to know how to get in touch with Palace sweets and bakers. The card contains all of personal contact information, including phone number and email address. The card is conveniently stored in a purse or desk drawer by the receiver. These cards are useful for rapidly learning a bakery's information. Information may be sent to another phone using some digital devices, like iPhones and Android phones. A well-designed and eye-catching business card design grabs attention and leaves a good first impression. The card has a professional displayed company information, and usage of the appropriate brand colors.

1.1.10 Estimated Timeframe

The brand has examined the project scope and knows the conditions necessary to complete the tasks and activities. This project phase will be finished in around four months when all revisions and outside hours are considered. Nonetheless, the bakery intends to do so in the middle of 2023.

1.1.11 Estimated Budget

The project will cost approximately PKR 400,000. The following is how the money will be distributed: Printing packaging, brochures, and other relevant media will cost PKR 150,000. The firm will use PKR 200,000 for marketing and promotions on its website, Instagram, and Facebook pages. The PKR 50,000 will go towards trademark registration and registration for patents on names, landlines, and logos.

Facebook

\$0.97 **Cost-per-click (CPC)**

\$6.28 **Cost-per-thousand-impressions (CPM)**

\$1.07 **Cost-per-like (CPL)**

\$5.47 **Cost-per-download (CPA)**

Instagram

CPM: \$5.68

CTR: 0.4%

CPC: \$1.41

Website

Website is created free on blogger.com.

1.1.12 Constraints

The following list of constraints might prevent a project from moving forward:

1. **Time:** The amount of time available for planning, carrying out, and testing may be constrained by the project's deadline or timetable, which must be reached.
2. **Budget:** The resources available for marketing, branding, and other initiatives may be constrained by the project's budget.
3. **Quality:** The project may be constrained by the requirement to uphold quality standards for the company's goods and services.
4. **Regulations:** Regulations and regulatory constraints, such as those governing food safety or advertising standards, may impose restrictions on the palace sweets and bakers.
5. **Competition:** The project may be constrained by rivalry with other bakeries like yum and Broadway bakers, influencing price, market share, and brand awareness.
6. **Technological limitations:** The project could be constrained by a lack of infrastructure and technology to support marketing and branding initiatives, including social media or e-commerce platforms or different software's to manage the customer relationship.

1.1.13 Assumptions

It is easier to offer an exhaustive list of assumptions with further context and details on the project. However, the following assumptions about a project focusing on brand recognition in the palace sweets and bakers can be made:

1. The project assumes that the company can effectively reach its target market through marketing and advertising activities and has identified that market.
2. The bakery assumes that the company has a thriving and competitive pricing strategy.
3. Palace sweets and bakers assumes that any substantial outside influences, such as shifts in customer tastes or financial crises, may affect the firm's profitability.

4. The project assumes that the company already has a strong brand identity or can create one through marketing and advertising initiatives.
5. Someone may take our name and our idea and use it to their own benefit, which would be a serious setback for palace sweets and bakers.

1.1.14 Potential Risks

- **Negative reviews or publicity:** In the age of social media, negative thoughts or publicity can quickly harm a bakery's reputation. Brand recognition and consumer impression can be significantly impacted by a bad review or a social media post that goes viral. The bakery tries to deal with these kind of issues by responding to those customers and take the necessary action to solve the issue in the form of payback or some discounts. If the order is damaged during delivery, customer can return it promptly. In this case, the palace sweets and bakers will give a refund for the amount. In customized cakes, the bakery gives its customers an option of review of your cake so they can fix it. If any customer finds a problem with a product like bread, sweets, baked goods, they can return it so that we can see the issue and give them discounts or replace it.
- **Quality control issues:** if palace sweets and bakers have problems with quality control, such as uneven product quality or questions about food safety, they can quickly lose the trust of customers and harm the reputation of their brand. So proper supply and daily monitoring of products should be done to deal with quality control issues. Different authorities also came for monthly or quarterly inspection of palace sweets and bakers.
- **Counterfeit products:** Consumers face difficulty in recognition of brand because of copycat products that mimic a company's product offerings or their logo or packaging design. The

bakery tries its best to make things that are difficult to replicate or uses technology to secure its designs.

- **Pricing and competitive pressures:** The palace sweets and bakers might experience fierce price rivalry from Broadway and yum bakers, especially in light of the expansion of fast food products. Price constraints can affect the bakery profitability and capacity to spend money on branding and marketing initiatives.
- **Economic downturns or external events:** A bakery's capacity to operate and maintain in a country like Pakistan may be impacted by economic downturns, natural disasters, or other external events. As the inflation rate is getting increased day by day and the consumer spending is decreasing for these bakery items.

However, palace sweets and bakers should be aware of these potential risks and take action to reduce them using risk management techniques. Some examples of such strategies include keeping an eye on online reviews and social media, implementing quality control procedures, keeping up with shifting consumer preferences and preserving a strong brand identity through successful marketing and branding initiatives.

1.1.15 Project Structure/Personnel

Project Manager: Umair Akbar

Project Team:

Nayab Zahra

Muhmmad Abdullah

1.1.16 Information Requirements

As a team, we will handle the project and the business effectively. Accordingly, we split the duty pertaining to the firm. One of us will oversee the social media sites, and one of us will oversee

the overall progress and any amendments that are to be made. We get any information regarding the project through call or by visiting the bakery.

CHAPTER 2

2.1 Problem Definition and Requirement Analysis

Problem identification

The Palace Sweets and Bakers' problem identification about the effects of digital marketing methods on brand recognition are that the Palace Sweets and Bakers might need a robust online presence, which hinders their potential to connect with more people and build recognition online. They need a current, user-friendly website, engage in social media seldom or inconsistently, or successfully use other online channels. They have been unable to access the extensive Internet consumer base due to their lack of online presence. Conversely, inconsistent brand messages and visual identity across many digital platforms undermine efforts to increase recognition of the brand. However, maintaining a consistent and identifiable brand image could be difficult for The Palace Sweets and Bakers. Customers may need clarification on this discrepancy, which may lessen the effectiveness of their marketing activities, and customers need help to recognize and recall a brand while making purchases when it has a consistent brand identity.

It could be challenging for the company to pinpoint and target its ideal customers. The proper individuals could not see their digital marketing efforts if they did not have a clear idea of their target demographic. This results in low engagement and limited brand recognition. By not tailoring their marketing messages to their target audience's specific needs and interests, Palace Sweets and Bakers miss out on opportunities to connect with potential customers and build brand loyalty.

Moreover, the food sector is continually changing in terms of consumer trends and tastes. The business must adjust to these developments and ensure that its digital marketing plans meet the changing needs of its target market. Building solid brand recognition and diminishing relevance

might be easier if we adapt to changing customer tastes. The Palace Sweets & Bakers may need help connecting with their consumers digitally. At the same time, the growth of a loyal customer base and recognition of the brand can be hampered by a lack of infrequent communication, and little consumer contact. Consumer engagement and brand identification levels may be significantly increased by using interactive and tailored content, promptly responding to questions and comments, and creating a feeling of community. The bakery might need more skills or resources to acquire and evaluate data about its digital marketing activities. Due to this, businesses need help to optimize their tactics, make data-driven decisions, or monitor the effectiveness of their digital marketing efforts on brand recognition. With proper data analysis, The Palace Sweets and Bakers can identify which marketing tactics are working effectively and which need improvement. This lack of insights hinders their ability to refine digital marketing strategies and allocate resources more efficiently.

Further, the sweets and bakeries sector has been highly competitive, with several well-established and up-and-coming rivals fighting for consumers' attention. Palace Sweets & Bakers must separate themselves from the competition to stand out and build brand recognition. Please distinguish their goods, services, or overall brand experience to avoid being eclipsed by rivals and struggling to stand out in the marketplace.

2.2 Requirement analysis

By fulfilling these requirements, The Palace Sweets and Bakers can create and implement digital marketing strategies to improve brand recognition, boost consumer interaction, and stimulate the growth of the sweets and bakers sector. Firstly, to create and implement successful marketing strategies, the company must recruit or train experts in digital marketing. These experts should be familiar with various digital marketing tools, channels, and tactics. In addition, The Palace

Sweets and Bakers must also invest in website development, search engine optimization (SEO), and social media marketing to establish a robust online presence. The website should be user-friendly, visually appealing, and showcase its products effectively. SEO techniques can help improve the website's visibility in search engine results, while social media marketing can help engage with a broader audience and build brand recognition. Also, the company must create an appealing brand message consistent across all digital channels. This involves a consistent brand story, visual identity, and voice. Customers are more likely to identify and remember a brand when it is consistent. To reach them, The Palace Sweets and Bakers must define their target market and create digital marketing strategies specifically tailored to them. This entails comprehending their target audience's demographics, interests, online activity, and preferences. Their target audience's engagement and brand awareness may be raised by adjusting the marketing messages and content to meet their demands and interests.

Furthermore, the business should develop strategies to engage with customers effectively through digital channels. This includes creating engaging content, responding promptly to customer inquiries and feedback, and encouraging customer participation through contests, surveys, or interactive campaigns. However, The Palace Sweets & Bakers should have procedures to collect and evaluate information about their online marketing campaigns. This involves monitoring metrics contributing to social media, email marketing, website traffic, and conversion rates. They assess their efforts' success, pinpoint development areas, and make data-driven decisions to enhance their tactics by analyzing the data.

2.3 SWOT analysis

SWOT analysis of The Palace Sweets and Bakers in the impact of digital marketing strategies on brand recognition:

Strengths

- **Quality products:** High-quality sweets and freshly baked goods are the reputations of the palace sweets and bakers that may be used to develop a solid brand and attract customers.
- **Established Customer Base:** Due to the company's devoted customers, attempts to build brand recognition and possible word-of-mouth marketing have a solid basis.
- **Unique Offerings:** The Palace Sweets and Bakers has unique products or recipes like a wide range of fast food, iced latte, customized cakes for every occasion that can be delivered to customer's doorstep differentiate them from competitors, giving them a competitive advantage.

Weakness

- **Limited Digital Presence:** The palace sweets and Bakers has a small online presence, which limits its capacity to reach more people and build brand recognition in the digital world.
- **Inconsistent Branding:** Brand recognition efforts are weakened by inconsistent brand messages and visual identity across various digital media.

Opportunities

- **Growing Online Market:** The Palace Sweets and Bakers can use digital marketing strategies to broaden their consumer base and raise brand recognition due to the growth of e-commerce and online meal delivery platforms.
- **Social Media Engagement:** Engaging with customers on social media platforms can help the business establish a more substantial online presence, create brand advocates, and drive brand recognition.

Threats

- **Intense Competition:** The sweets and bakeries sector is highly competitive, with several well-established and up-and-coming rivals fighting for consumers' attention. To counter this challenge, The Palace Sweets and Bakers must properly differentiate themselves.
- **Changing Consumer Preferences:** Consumer preferences and trends in the food industry are constantly evolving. Palace Sweets and Bakers need to adapt to these changes and ensure their digital marketing strategies align with the evolving demands of their target audience.

The Palace Sweets and Bakers may create efficient digital marketing strategies to improve brand awareness and maintain competitiveness in the sweets and bakers business by utilizing their strengths, resolving their weaknesses, capitalizing on opportunities, and reducing threats.

2.4 Porter's Five Forces

- **Threat of New Entrants**

Due to high start-up costs, the requirement for specialized equipment, and the shortage of competent bakers and confectioners, the threat of new entrants into the sweets and bakeries business is relatively minimal. Introducing new digital marketing channels may threaten Palace Sweets and Bakers, making it more straightforward for new competitors to join the market and create brand recognition.

- **Bargaining Power of Suppliers**

The Palace Sweets and Bakers may need help negotiating favorable terms with raw materials suppliers, such as flour, sugar, and other ingredients. However, with the emergence of digital marketing tools, they may have more leverage in negotiating with suppliers since they can reach a wider audience and increase their purchasing power.

- **Bargaining Power of Buyers**

Due to the wide variety of alternatives available on the market, buyers of baked goods and sweets have a strong negotiating position. As inflation rate of Pakistan is 36.4% and GDP is also reduced to 0.6% which enables buyers to spend less on these items. However, Palace Sweets and Bakers may set themselves apart from other businesses and build a loyal customer base, lowering buyers' bargaining power.

- **Threat of Substitutes**

Since consumers have numerous alternatives for snacks and sweets, such as chocolates, candies, and ice cream, the threat of replacements is significant for The Palace Sweets and Bakers. However, the bakery may highlight their distinctive offers and brand image via efficient digital marketing methods to set itself apart from rivals and lessen the threat of substitutes.

- **Rivalry Among Existing Competitors**

The competition among existing sweets and bakers is intense, and The Palace Sweets and Bakers may need help establishing brand recognition and gaining market share. However, with effective digital marketing strategies, they can differentiate themselves from competitors, reach a wider audience, and enhance brand recognition.

Overall, The Palace Sweets & Bakers may identify possible risks and opportunities and create efficient digital marketing strategies to improve their efforts to build brand recognition by researching Porter's Five Forces.

2.5 PESTEL analysis

1. Political Factors

- **Stability of the government:** The stability and effectiveness of the government in Pakistan can impact the business environment, including regulations, taxation, and policies that may affect Palace Sweets and Bakers. Also when government changes they can impose new policies and regulations regarding food policies which affects palace sweets and bakers.
- **Political unrest:** Any political unrest, protests, or strikes can disrupt the normal operations of the business and lead to potential losses. As Pakistan is an unstable country so the protests can result in the disruption.

2. Economic

- **Economic growth:** The overall economic growth of Pakistan has an impact on the purchasing power of consumers. During periods of economic growth, consumers are more likely to spend on luxury food items like sweets and baked goods. As Pakistan is in state of loss and consumers buying power decreases to spend on these bakery items and bakery suffers high cost of raw materials.
- **Inflation rates:** High inflation rates can affect the cost of ingredients, transportation, and other operational expenses for Palace Sweets and Bakers. As inflation rate of Pakistan is increased by 38% in May and interest rates have also become high which discourages investments or expansion. Also due to inflation employees demand greater wages.
- **Income levels:** The disposable income levels of consumers influence their spending habits. Palace Sweets and Bakers need to consider the target market's income levels when determining product pricing and marketing strategies. As per

capita income decreases so the consumers are not able to spend more on products other than the basic needs.

3. Social

- **Cultural preferences:** Palace Sweets and Bakers must consider the cultural preferences and tastes of the Pakistani population. Understanding local food preferences and adapting product offerings accordingly can help attract and retain customers. As Pakistani people are more into their local food, so the palace sweets and bakers should introduce products according to the customer choices and target them through digital marketing.
- **Changing dietary trends:** With the increasing focus on health and wellness, there is a growing demand for healthier and organic food options. Palace Sweets and Bakers can explore incorporating healthier ingredients and offerings to cater to changing consumer preferences.

4. Technological

- **Automation and equipment:** Advancements in technology can improve production efficiency, product quality, and cost-effectiveness. Palace Sweets and Bakers should consider investing in modern equipments for baking and production as they own their production house and need automation to enhance operations and meet customer expectations.
- **Digital Channels:** The emergence of new digital channels and technologies, such as social media platforms and e-commerce websites, provides opportunities for The Palace Sweets and Bakers to reach a wider audience and enhance brand recognition. The rise of e-commerce and online platforms provides opportunities

for Palace Sweets and Bakers to reach a wider customer base and expand their market. Developing a strong online presence and offering convenient online ordering and delivery options can help in capturing additional sales.

- **Data Analytics:** The palace sweets and bakers can track its digital marketing campaigns' success with data analytics tools and make data-driven decisions to maximize its efforts that it reaches the target audience.

5. Environmental

- **Sustainable Practices:** Consumers are increasingly environmentally conscious, and businesses are expected to adopt sustainable practices. Palace Sweets and Bakers can incorporate sustainable practices into their digital marketing strategies to appeal to this trend. Palace Sweets and Bakers can explore eco-friendly packaging options, sourcing sustainable ingredients to meet consumer expectations
- **Climate change and weather patterns:** Changes in weather patterns can affect the availability and quality of ingredients, especially in summer and rainy seasons. Palace Sweets and Bakers should anticipate and manage potential supply chain disruptions caused by climate change.

6. Legal

- **Food safety and labeling regulations:** Compliance with food safety and labeling regulations is essential for Palace Sweets and Bakers to ensure consumer safety and avoid legal issues. Adhering to regulations regarding ingredient labeling, nutritional information, and allergen warnings is crucial so that customers are aware of it.

- **Employment laws:** Palace Sweets and Bakers must comply with labor laws, including minimum wage requirements, working hour regulations, and employee safety standards, to maintain a fair and ethical work environment and not exploit any law so that it can harm their image.

CHAPTER 3

3.1 Design and Implementation

3.1.1 Logo

A white and brown color scheme, with bakery name on it, conveys a sense of trustworthiness, softness, association with bakery products and indulgence. Including words like "fresh," "delicious," "sweet," and "tasty" in the logo further reinforces the message of quality and delectable treats.



3.1.2 Tagline

"Creating Sweet Memories, One Bite at a Time" is a wonderful tagline for Palace Sweets and Bakers. It conveys the idea that our bakery not only offers delicious treats but also aims to provide an experience that creates lasting memories for your customers. It emphasizes the joy and satisfaction that can be found in each bite of our handcrafted delights. This tagline is warm, inviting, and captures the essence of our bakery's mission. It will help reinforce our brand identity and leave a positive impression on our customers.

3.1.3 Facebook page

Creating a Facebook page for Palace Sweets and Bakers is a great step towards establishing our bakery's online presence and connecting with our target audience.

facebook.com/PalaceSweetsBakers

Palace Sweets & Bakers, Wah Cantt

2.1K likes • 2.2K followers

WhatsApp Message Like

Posts About Mentions Followers Photos Videos More

Activate Windows
Go to Settings to activate Windows

Type here to search

28°C 4:15 PM 5/30/2023

palace sweets wah cantt (4) Facebook

www.facebook.com/PalaceSweetsBakers

Palace Sweets & Bakers, Wah Cantt

Iced coffee latte now available at uppall chowk branch...

Photos See All Photos

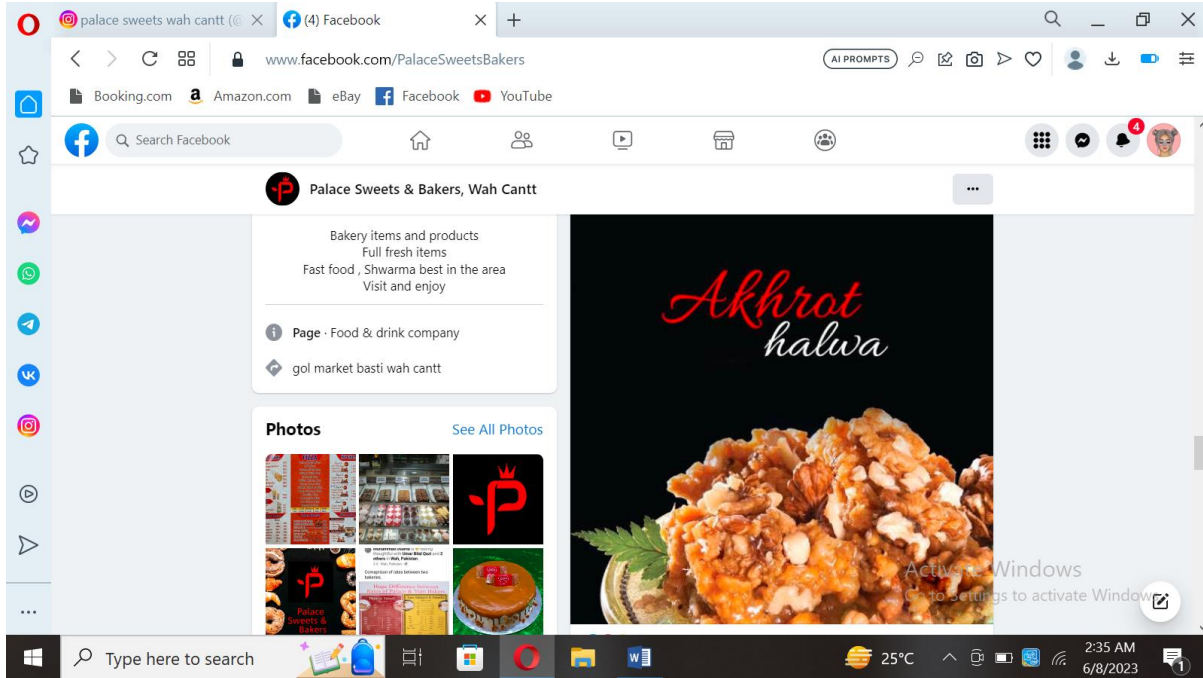
Ice latte only at palace bakers Opal chowk wah cantt#

Privacy - Terms - Advertising - Ad choices - Cookies - More

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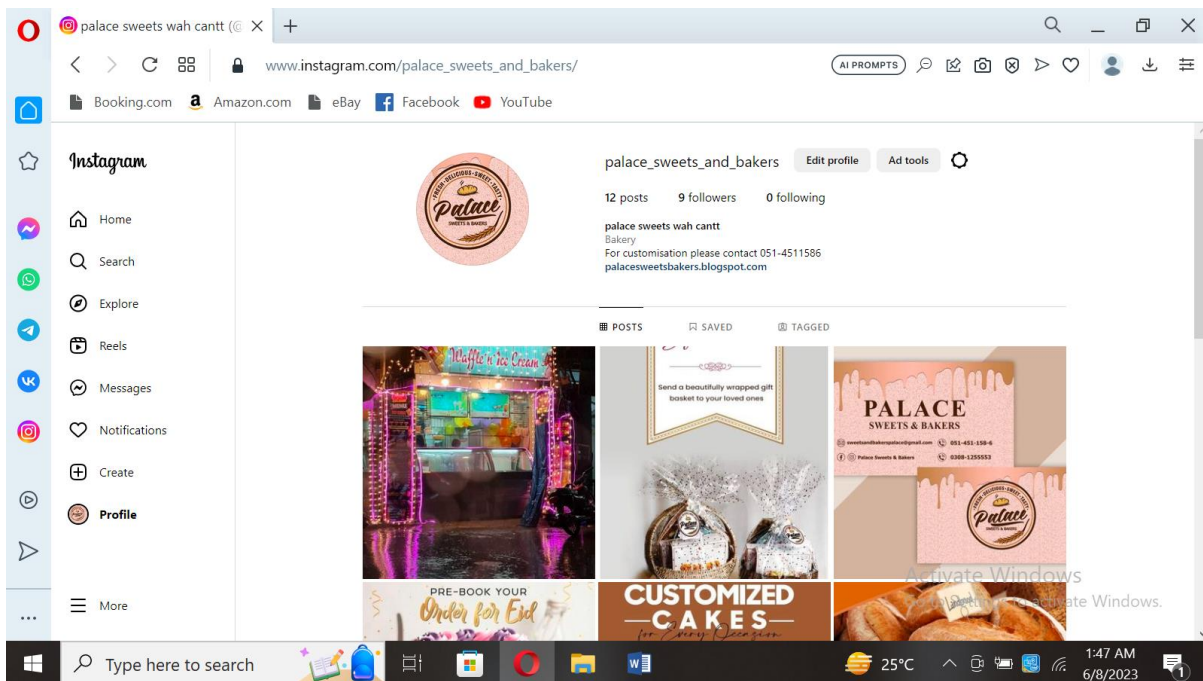
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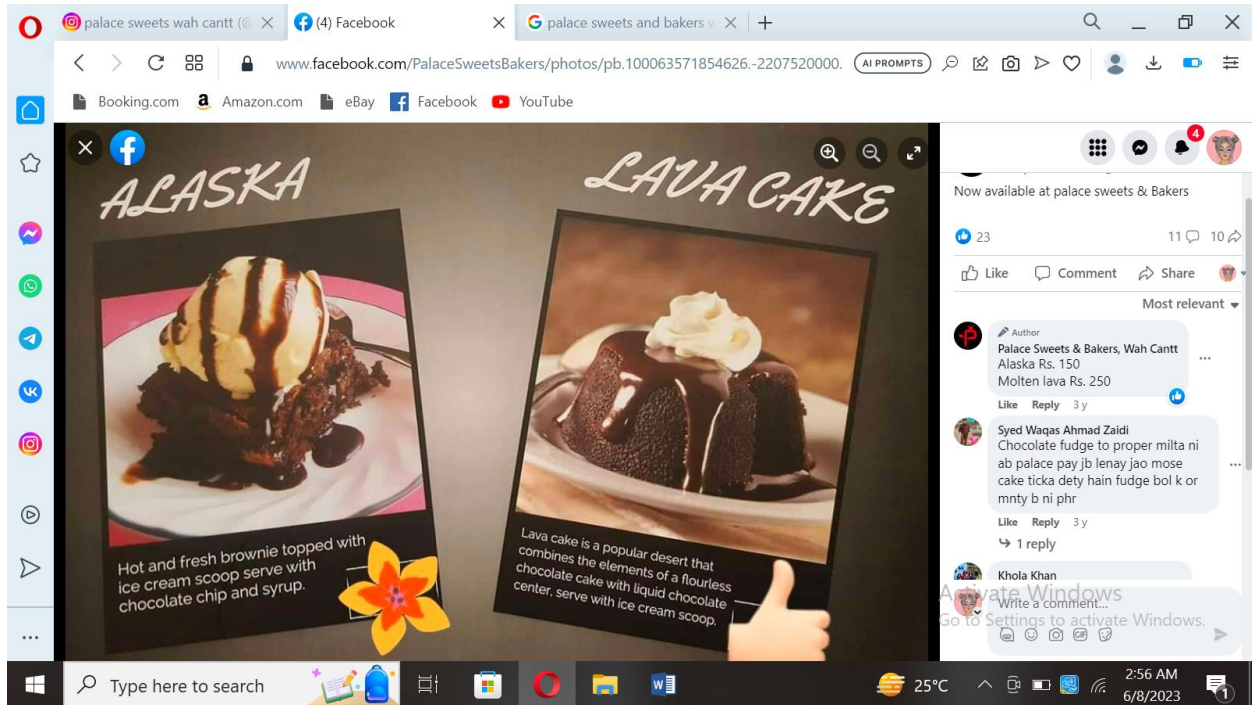
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3.1.4 Instagram page

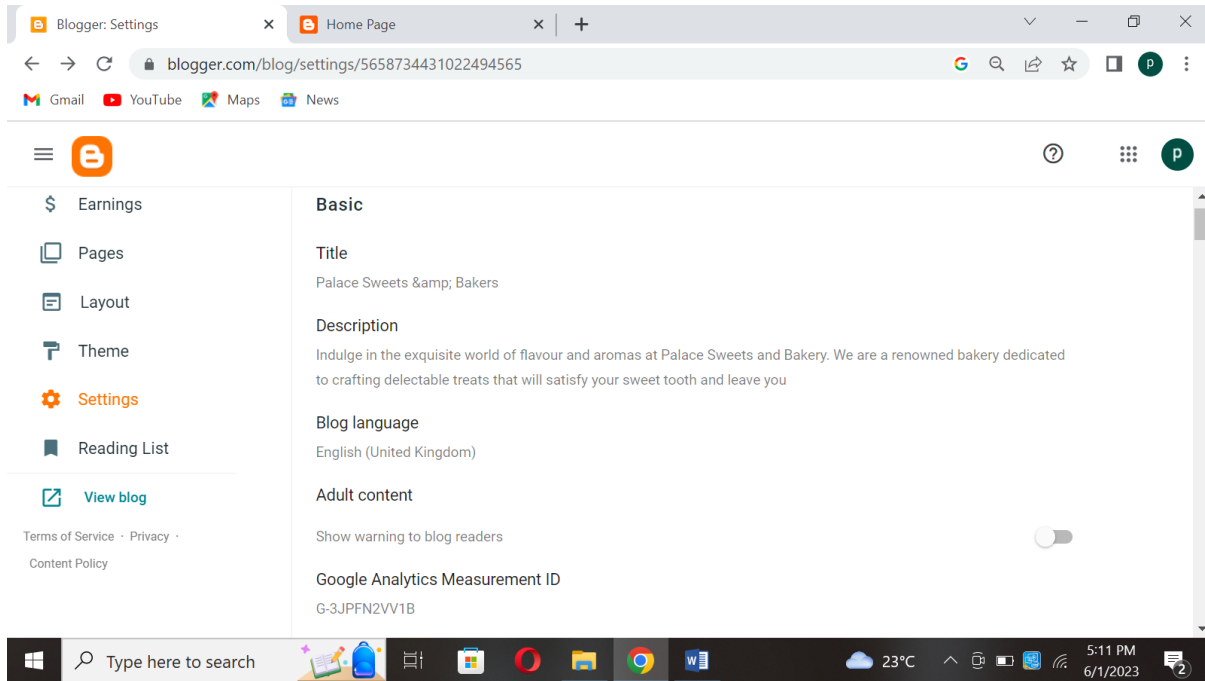
Creating an Instagram page for Palace Sweets and Bakers is an excellent way to visually showcase our bakery's delicious treats and engage with our target audience.





3.1.5 Website

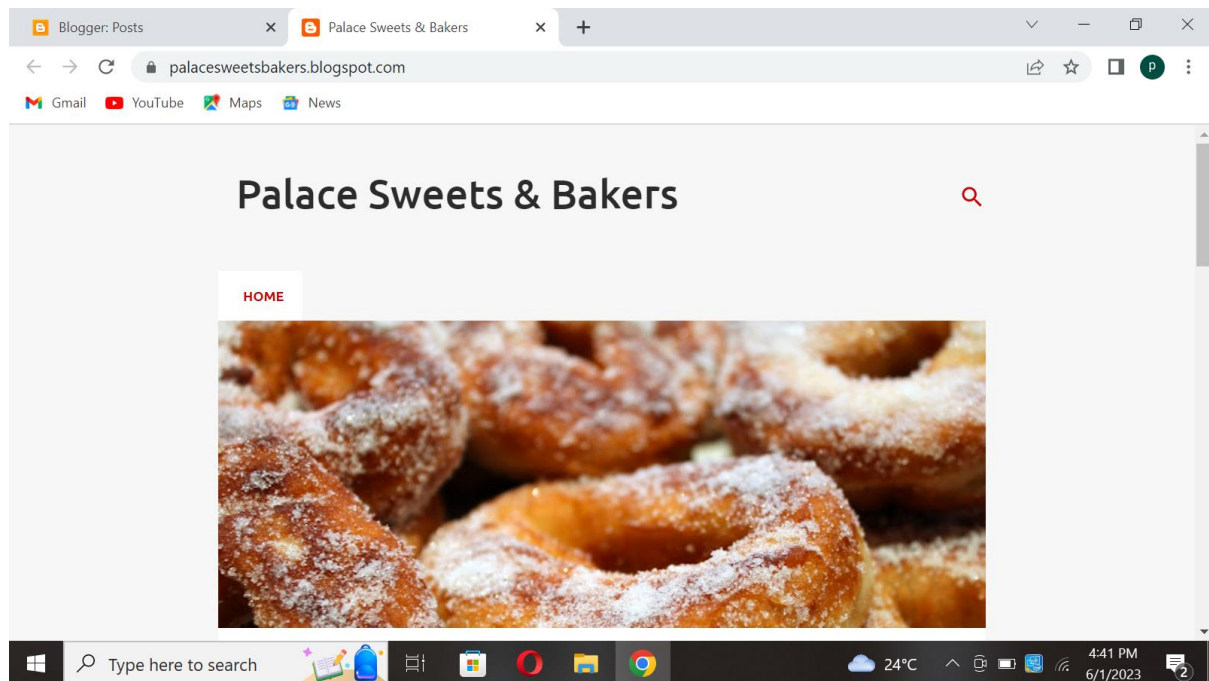
We have created a website for Palace Sweets and Bakers that provides detailed information, deals, and showcases the available items. It is a great way to enhance our online presence and provide a convenient platform for customers to explore our offerings. The website is made on blogspot and theme is also chosen from blogspot.



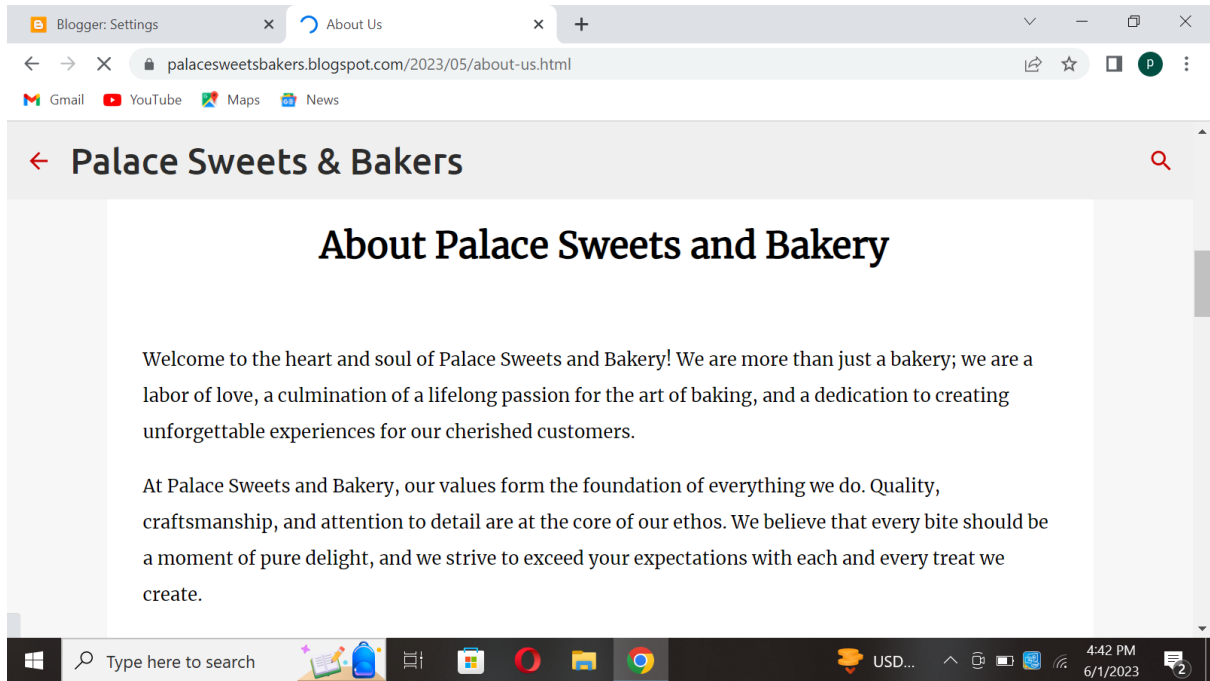
Here are some key elements we included in our website:

1. **Homepage:** Design an engaging homepage that welcomes visitors and introduces our bakery.

We used visually appealing images and a brief overview of our bakery's mission and specialties. Include a prominent call-to-action that directs users to explore further.



2. **About Us:** Dedicate a page to tell the story of our bakery, including its history, values, and the passion behind your creations. This helps establish a personal connection with our audience and builds trust.



3. **Menu:** Create a comprehensive menu section that lists all the available items in our bakery. We categorized them by types such as cakes, brownies, tarts, savory buns, rusks, and other categories we offer. Included mouthwatering descriptions and high-quality images for each item.

Blogger: Settings x Menu x +

← → ↻ palacesweetsbakers.blogspot.com/2023/05/menu.html

Gmail YouTube Maps News

← Palace Sweets & Bakers

Cakes:

Classic Vanilla Cake: A timeless favourite with moist vanilla sponge layers, frosted with silky vanilla buttercream. Simple yet indulgent, it's perfect for any occasion.

Decadent Chocolate Fudge Cake: Rich, velvety chocolate cake layers smothered in luscious chocolate fudge frosting. A chocolate lover's dream come true.

Red Velvet Delight: A velvety, crimson-hued cake with a hint of cocoa, topped with smooth cream

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Blogger: Settings x Menu x +

← → ↻ palacesweetsbakers.blogspot.com/2023/05/menu.html

Gmail YouTube Maps News

← Palace Sweets & Bakers

Lemon Raspberry Bliss: A tangy lemon cake layered with sweet raspberry filling and frosted with lemon-infused buttercream. It's a refreshing and vibrant choice for those seeking a zesty twist.

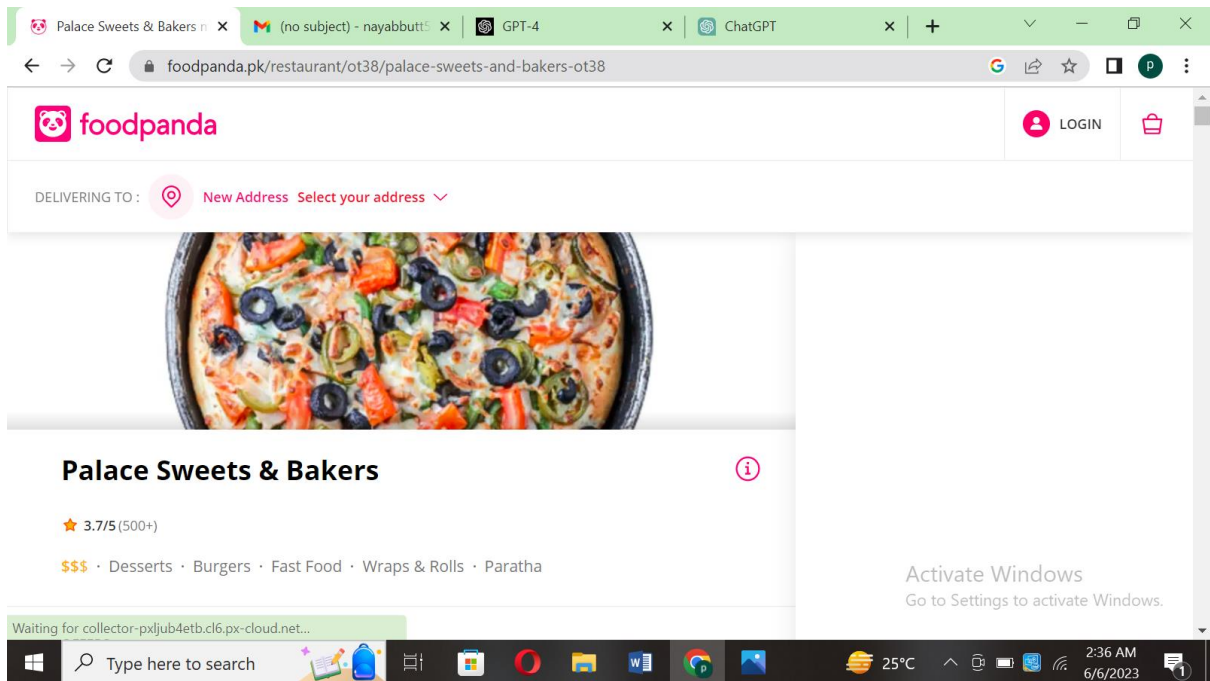


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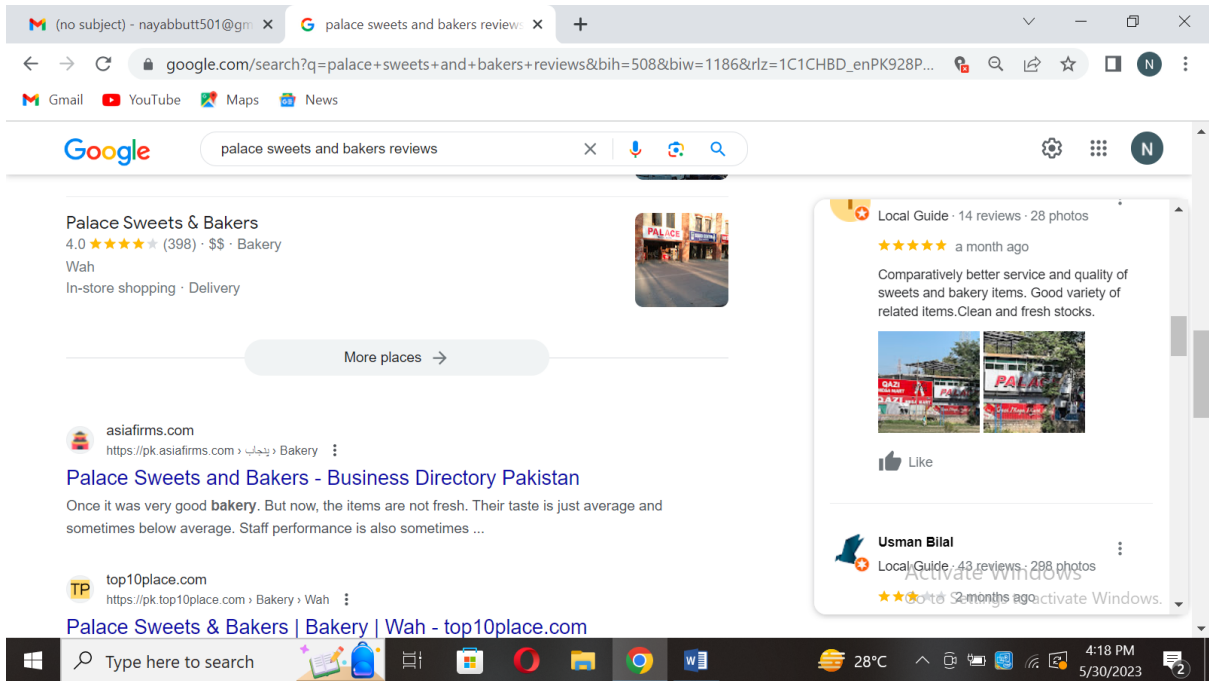




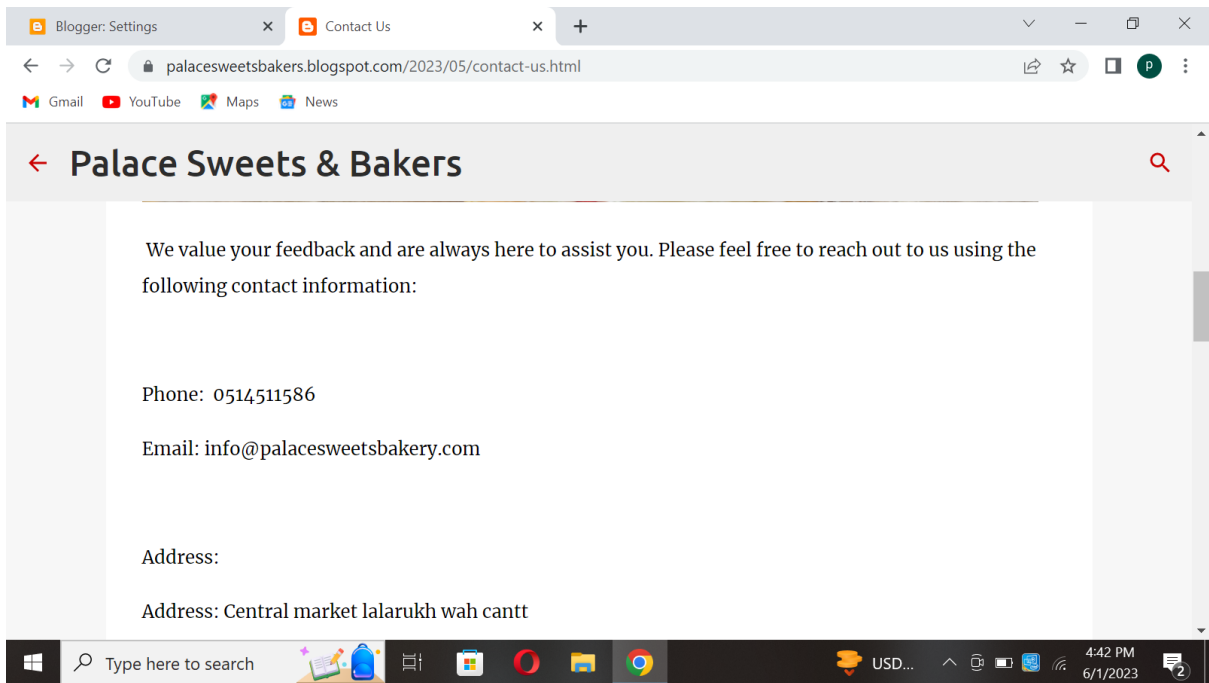
- 4. Specials and Deals:** Highlighted every ongoing specials, discounts, or promotions on a dedicated page. We update this section regularly to keep customers informed about the latest offers and encourage repeat business.
- 5. Ordering Information:** we also provided clear details on how customers can place orders through contact number or third party. We tried to make it easy for customers to contact us for inquiries or assistance



- 6. Testimonials:** Included a testimonials section where we can showcase positive reviews and feedback from satisfied customers. This helps build credibility and trust in the bakery. There is a QR code of website and customers post their reviews by scanning the code.

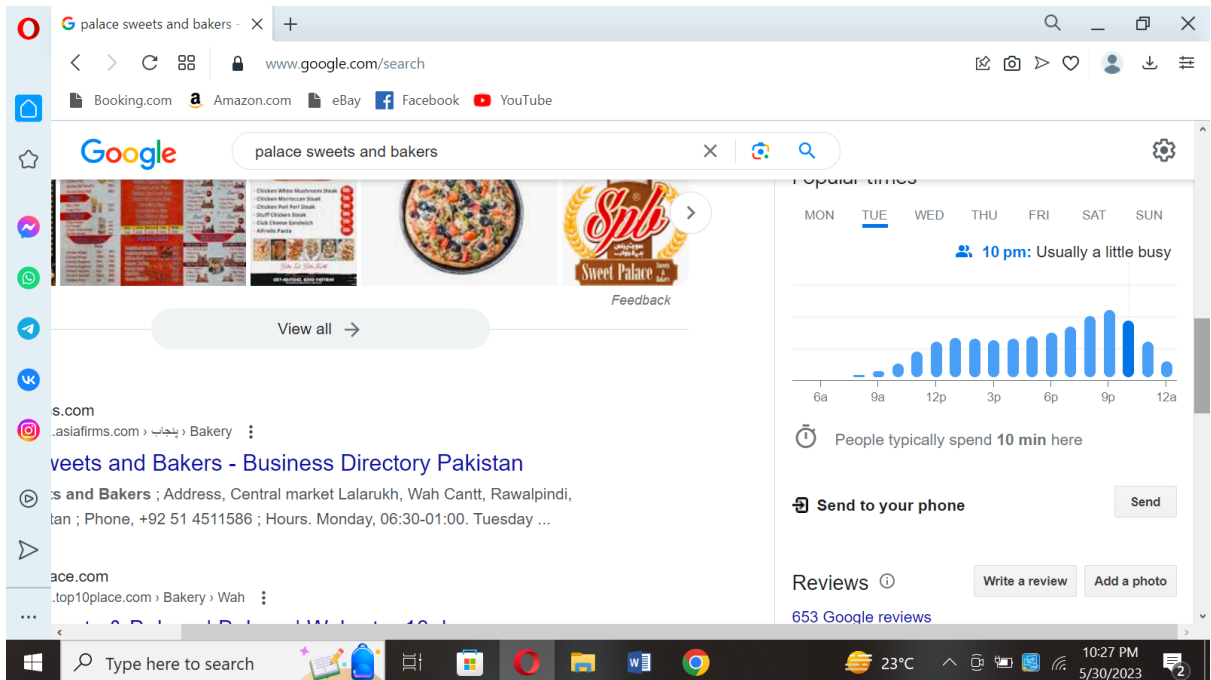
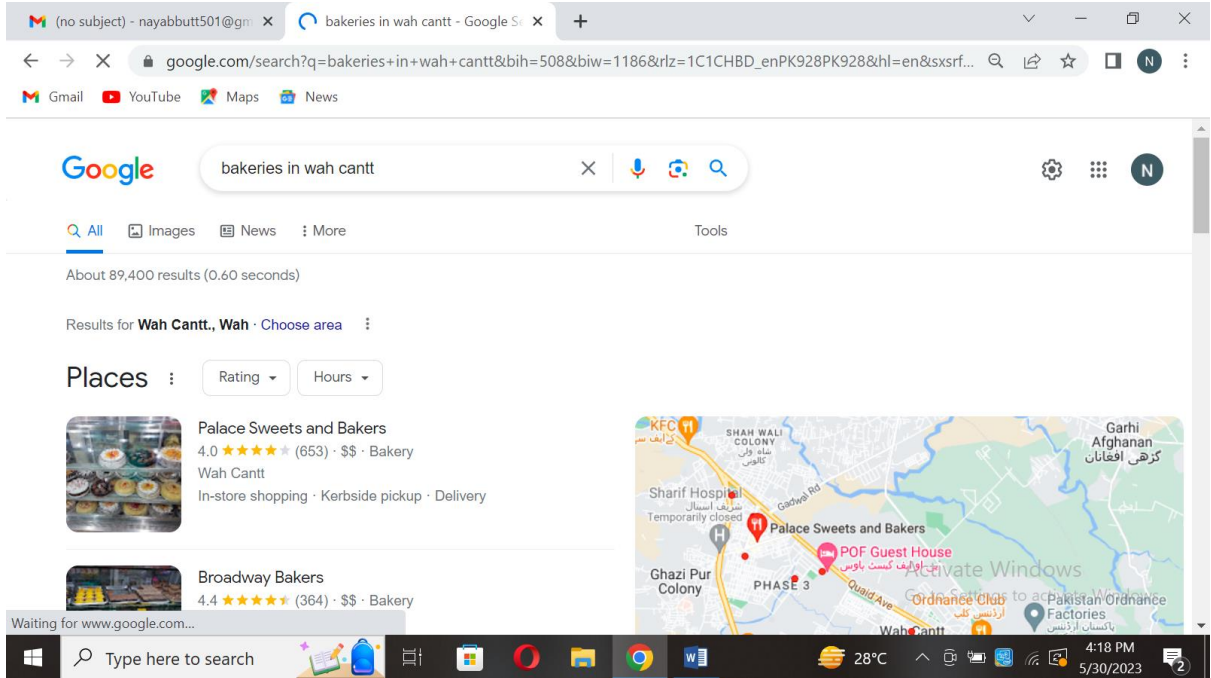


7. **Contact Information:** We displayed our contact details prominently, including our phone number, email address, and physical address if applicable. Consider adding a contact form to make it convenient for customers to reach out to us directly from the website.



8. **Social Media Integration:** Linked our website to our social media profiles, including Instagram and Facebook. This will encourage visitors to explore our social media presence and helps foster engagement.
9. **Online Ordering System:** We have integrated an online ordering system through Abhi aya Home delivery service in wah cantt or food panda. This allows customers to place orders through them, enhancing convenience and streamlining the ordering process.









We will regularly update our website with new products, seasonal offerings, and any changes to our menu or business operations. A well-designed and informative website will help attract

customers, showcase our bakery's specialties, and drive online orders for Palace Sweets and Bakers.

Moreover, on our website, it is important to include several policies to address privacy and security concerns. Our Privacy Policy explains how customer information is collected, used, stored, and shared, including details on the types of information collected, purposes of data use, and customer rights regarding their personal data. Additionally, we mentioned the security measures we have in place to protect customer data, such as encryption and access controls. Also addressed the use of third-party services and their privacy policies. Our website use cookies, so we provided a Cookie Policy that explains their purpose and allows users to manage their preferences. We also included information on obtaining customer consent, opting out of communications, and compliance with data protection laws. Lastly, we stated our policy update process and provide contact information for customer inquiries or requests related to privacy and data. These policies collectively demonstrate our commitment to safeguarding customer information and complying with privacy regulations.



Palace Sweets & Bakers

Our Privacy & Security Policies

Safeguarding your privacy and the security of your personal information is important to us. Please take a few minutes to read the following policies so that you understand how we treat your personal information. As we continuously improve and expand our services, these policies might change. So please check them out periodically. If you have questions about our policy, please click on the Feedback option to contact us via our electronic feedback form.

How we collect information about you. We collect information in three ways:

1. We collect information that our customers supply to us.
2. We collect information from emails and other contacts sent to us by our customers and users of our website.
3. We collect information electronically on all users of our website, including customers, by means of cookies.



What personal information do we collect from our users?

When you please order to use our online ordering service, you are required to provide us with your full legal name, email address, full street address including city, and telephone number.

Security Policy.

Your payment and personal information is always safe. Our Secure Sockets Layer (SSL) software is the industry standard and among the best software available today for secure commerce transactions. It encrypts all of your personal information, including credit card number, name, and address, so that it cannot be read over the internet.

User Data Deletion.



3.1.6 Packaging design

Our packaging design for Palace Sweets and Bakers is characterized by simplicity, modernity, and practicality. We utilize white cardboard handheld boxes that are not only visually appealing but also highly functional. These boxes are designed to be easy to carry and handle, providing convenience to our customers. Adorned with the name of our bakery and our distinctive logo and QR code, our packaging reflects our brand identity and creates a cohesive and recognizable visual representation. There is also a sticker on packaging which indicates that the seal is not opened before. The minimalist aesthetic of the white cardboard boxes complements the elegance and quality of our baked goods, enhancing the overall customer experience. Our packaging is environment friendly as CSR is the most important part of any business. So by collaborating with ECOPAK, palace sweets and bakers packaging is made from chlorine free and shifted from plastic to paper. Even forks, spoons and disposable boxes are made from environment friendly products.



3.1.7 Customer feedback form

A customer feedback form is an essential tool for gathering valuable insights and feedback from our bakery's customers. The form should be designed to be user-friendly and capture relevant information. Here are some key elements we will include in a customer feedback form:

- 1. Contact Information:** Request the customer's name, email address, and optionally, their phone number. This information will allow us to follow up on their feedback if necessary.
- 2. Rating Scale:** Include a rating scale or set of checkboxes to measure customer satisfaction across various aspects of our bakery, such as product quality, customer service, cleanliness, and overall experience. This provides a quantitative assessment of their feedback.

3. Open and closed Ended Questions: Include space for customers to provide detailed feedback in their own words. This allows them to express their opinions, share specific experiences, and suggest improvements or new ideas.

4. Specific Feedback Areas: Include sections or prompts for customers to provide feedback on specific areas of our bakery, such as our products, menu selection, pricing, ambiance, or any other relevant aspect we want to gather feedback on.

5. Suggestions and Improvements: Allocate a section for customers to suggest any improvements they would like to see or provide ideas for new products, promotions, or services.

6. Overall Comments: Include an area for general comments or any additional feedback the customer may have.

7. Data Protection and Consent: Add a statement about data protection and obtaining the customer's consent to use their feedback for improvement purposes while ensuring their privacy.

8. Thank You Message: Conclude the form with a heartfelt thank-you message, expressing appreciation for their time and feedback.

By implementing a customer feedback form, we demonstrate our commitment to listening to our customers and continuously improving our bakery based on their input. Regularly reviewing and analyzing the feedback collected from these forms will provide valuable insights for enhancing our products, services, and overall customer experience.

Palace
A SWEETS & BAKERS

FEEDBACK FORM

Name : _____
Email : _____
Age : _____
Address : _____

01. Please rate the quality of our entree ?
 Excellent Good Fair Poor

02. Please rate the cleanliness of the bakeshop.
 Excellent Good Fair Poor

03. Please rate your overall dining experience
 Excellent Good Fair Poor

04. Staff friendliness, attitude and professionalism?
 Excellent Good Fair Poor

05. How often do you visit Cake Fairy Bakeshop?
 First Visit 1-3 Times a Month 4-6 Times a Month

Thank You

3.1.8 BUSINESS CARDS

The company's brand is represented through the business card. In addition to providing crucial personal contact details like business name, business title, official email, site, and phone number, it frequently serves as the first opportunity to view the company's overall image. For brand identity, the business logo is clearly displayed. The sort of industry portrayed may also be inferred from the typefaces color, texture, and paper stock utilized. After taking into account everything said above, the following card was created:



3.19 BROUCHARS & POSTS

For the company portfolio and advertisements brochure will be designed, these will be the pamphlets that will be used to advertise the brand and any new promotions and products that are introduced by the business for the customers.

Brochures may be placed in a number of settings with care. This enables your business to spread appropriate facts to more individuals and draw in new clients. Placing brochures on desks at your workplace or in mail-out promotional gifts is simple. These are used to advertise the company name, new deals, and many other things. The following are some of the flyers that were created:



DISCOVER ALL
ROYAL BISCUITS
ON EID

FOR DELIVERY
CONTACT: 0308-1255553





Calling All Palace Lovers

ADD AN ITEM TO PALACE MENU

-Baking Contest-

Win a Grand Family Dinner & Gift Hamper

at

Palace Sweets and Bakers

WE'RE OPEN DAILY
MON - SUN
6:30 AM - 1:00 AM

15% DISCOUNT
FOR ALL AUGUST 2023

Fresh Bread Every Day!

- ✓ Cookies, Brownies
- ✓ Pastries, Cupcakes
- ✓ Cakes, Donuts
- ✓ Sugar free products
- ✓ Seasonal and More

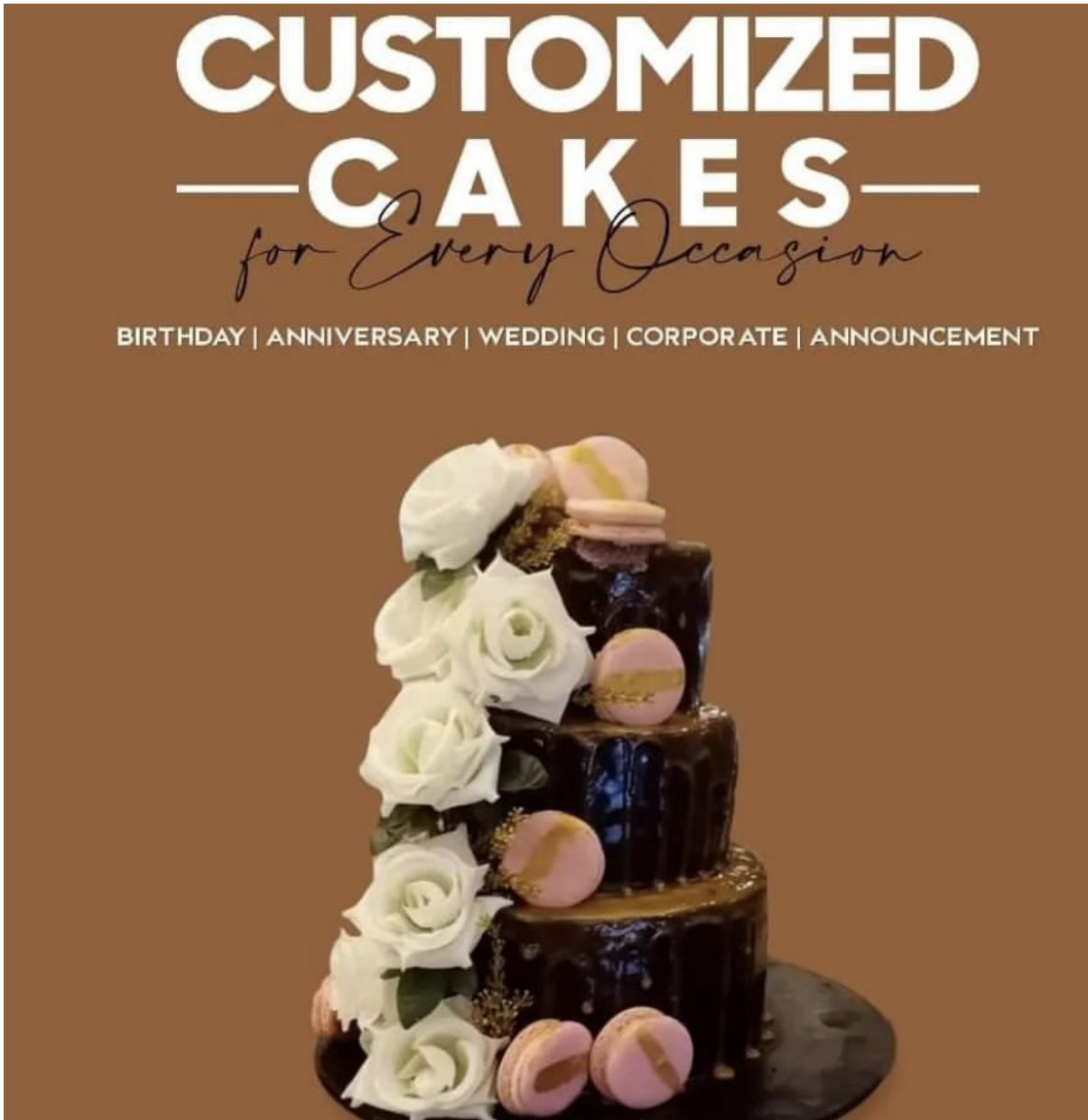
CALL US NOW :
051-451-158-6
0308-1255553

Address: Central Market Lalarukh
Wah Cantt

PALACE
SWEETS & BAKERS

CUSTOMIZED —CAKES— *for Every Occasion*

BIRTHDAY | ANNIVERSARY | WEDDING | CORPORATE | ANNOUNCEMENT







Gift Basket

Send a beautifully wrapped gift basket to your loved ones

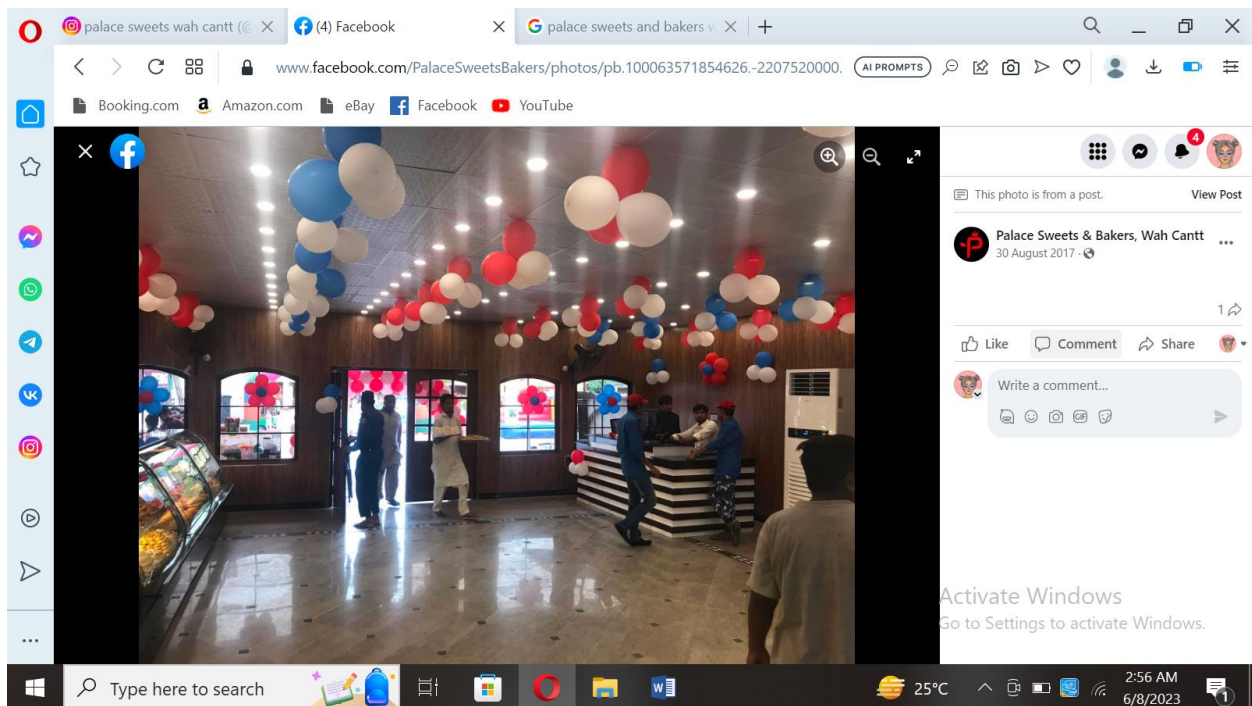


Love at first sight

Layout

There is a wheelchair accessible car parking outside palace sweets and bakers. At the entrance of bakery, there is a cash counter. Proper hygiene and cleanliness is maintained in bakery with sanitization after pandemic. Every section is properly maintained like sweets, cakes, sandwiches etc so that customers find it easy to get the relevant products.

Customers build an emotional connection with these surroundings and atmosphere. The choice of bright colours & warm tones triggers a feeling of nostalgia, comfort, friendly environment. Palace sweets and bakers uses bright lights to make items attractive and help people experience vibes that resonate with the essence of bakery.



Gmail | Paraphrasing Tool - QuillBot AI | palace sweets and bakers - YouT...

youtube.com/results?search_query=palace+sweets+and+bakers

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Palace sweet //wha cantt // Wah cantt ki sab say mashoor bakri//palace sweet and bakar
366 views • 3 years ago
M Kashif Umer
Aslam o Alaikum views aj ma ap ko wah cantt ki sab say mashoor bakri palace ka anroni manzer dekhata hum Agr Mari Ya vedio ...

SWEET PALACE Sweets & Bakers
3 views • 4 months ago
Sweet Palace Sweets & Bakers
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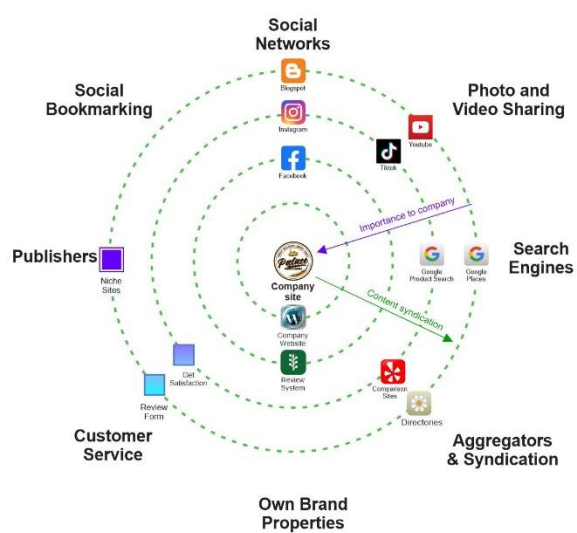
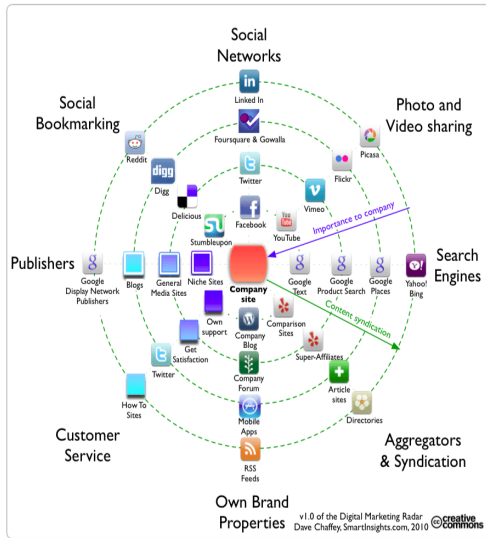
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195 views • 1 year ago
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PALACE sweets & bakers | fast food | zinger burger | 18 flavour pizza | bakery items #wahcantt #streetfood #palacesweets&bakers ...

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Social Media Radar



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pk.asiafirms.com/punjab/palace-sweets-and-bakers-261177.html/2

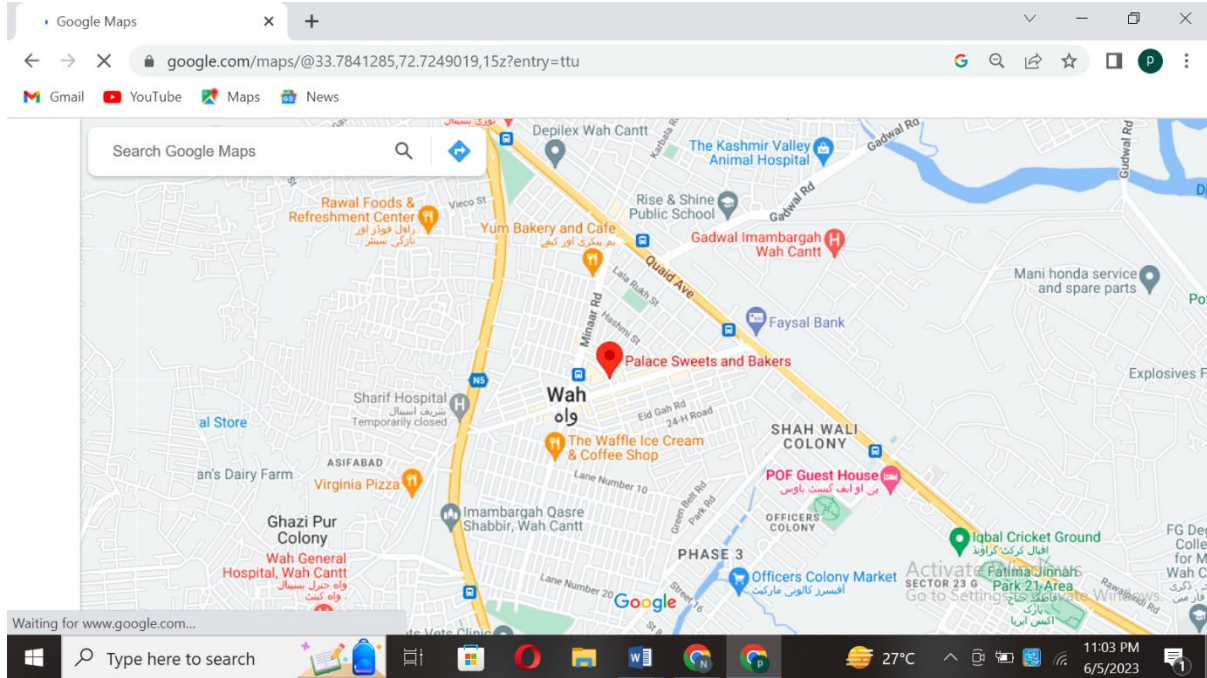
— پنجاب — Bakery — Palace Sweets and Bakers

Palace Sweets and Bakers

Address	Central market Lalarukh, Wah Cantt, Rawalpindi, Punjab, Pakistan	
Phone	+92 51 4511586	
Hours	Monday	06:30-01:00
	Tuesday	06:30-01:00
	Wednesday	06:30-01:00
	Thursday	06:30-01:00
	Friday	06:30-01:00

Activate Windows
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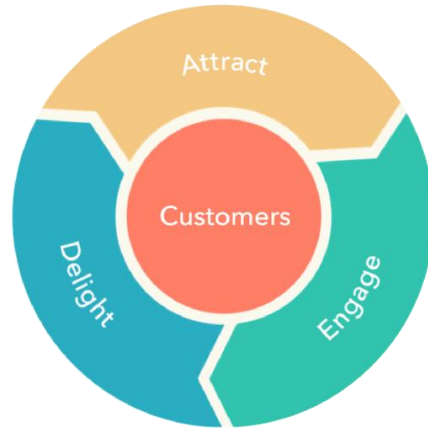


Business Model Canvas

<p>Key partners</p> <ul style="list-style-type: none"> • Key suppliers • Dawn foods • Shan foods • National Shangrilla • Abdullah traders • Liberty bake and cook 	<p>Key activities</p> <ul style="list-style-type: none"> • Production • Baking • Sales • Packaging • Order taking • delivery 	<p>Value proposition</p> <ul style="list-style-type: none"> • freshly baked products • customization • online delivery • product quality 	<p>Customer relationship</p> <ul style="list-style-type: none"> • meet needs of customer • content marketing • call center <hr/> <p>Channels</p> <ul style="list-style-type: none"> • shops • foodpanda • riders • events 	<p>Customer segments</p> <ul style="list-style-type: none"> • direct sales • middle upper class and lower class
<p>Cost structure</p> <ul style="list-style-type: none"> • raw material • delivery marketing 			<p>Revenue streams</p> <ul style="list-style-type: none"> • Sales • customization 	

CHAPTER 4

4.1 Testing and Deployment



A flywheel is to attract the customers, engage with them and delight them.

- 1. Attract the customers:** the first step is to attract the customers through digital marketing strategies like social media pages, website, ads, SEO and to test that which platform is more effective and generating sales.
- 2. Engage with customers:** to engage with customers, palace sweets and bakers upload useful and simple content. They also offer incentives and giveaways by influencer marketing so that more customers get to know about the brand. The bakery also tends to provide exceptional customer services to strengthen the brand
- 3. Convert customers into leads:** the bakery offers free trial of their new products like Arabian shawarma, flavored pizza, ice creams to convert customers into loyal ones. Palace sweets and bakers also provides discounts or coupons in colleges, universities and clubs in wah cantt by participating in different events. And by using data driven marketing, they send them targeted offers.

4. Delight: the delight phase is to make loyalty programs or reward system. By sending customers Thank you notes, replying to their queries or reviews so that the brand connects with customers.

By using flywheel, the measurement and performance is easily measured and tracked as it is a continuous flow. The brand image is also perceived through customer loyalty programs and word of mouth marketing thus increasing brand awareness.

Every stage of the development and deployment of any project requires testing. Testing and deploying Palace Sweets and Bakers' brand recognition and the effects of digital marketing strategies require a disciplined approach. A few essential steps are necessary for testing and deployment in the organic. The first step is to identify the goals of the testing phase, such as gauging brand recognition, consumer interaction, website traffic, or conversion rates. In turn, the testing procedure will have a much-defined emphasis.

Test Forms were operating according to plan. This consisted of:

1. The form's scripting checks are functioning as intended. For instance, an error message is displayed if a user does not fill out a required field on a form.
2. Verify that the form's default settings are being filled in. Once submitted, the data is sent to a live database or is connected to an active email address.
3. Forms are structured correctly for easier reading

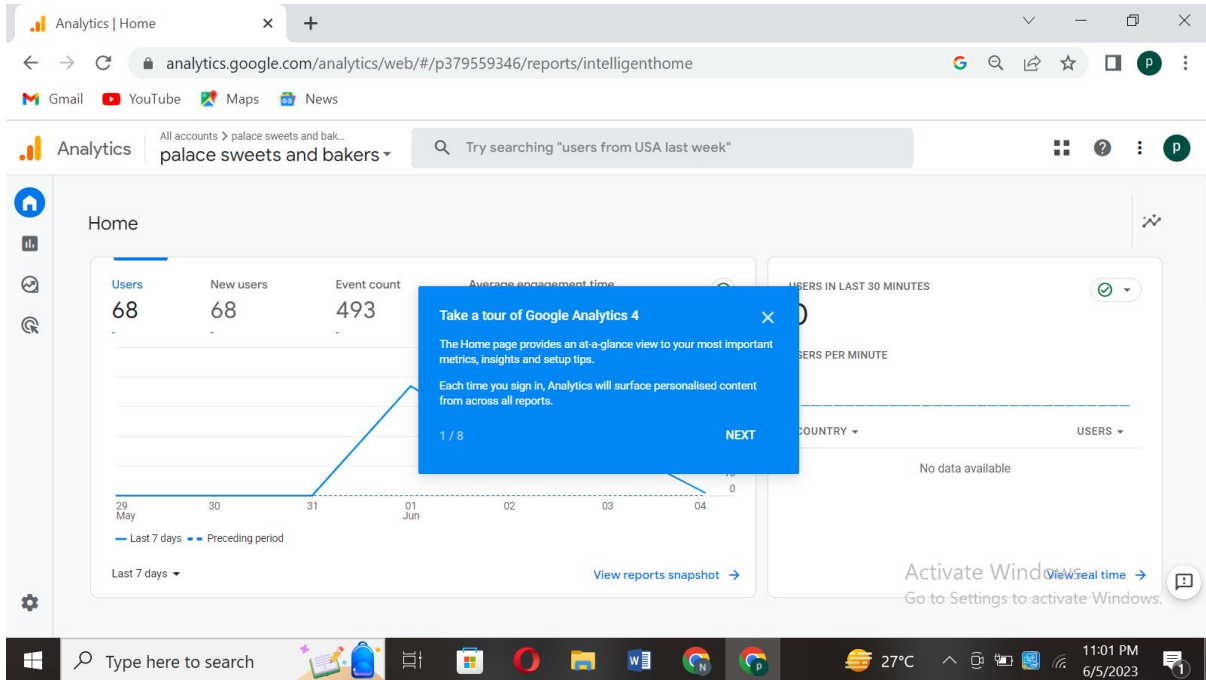
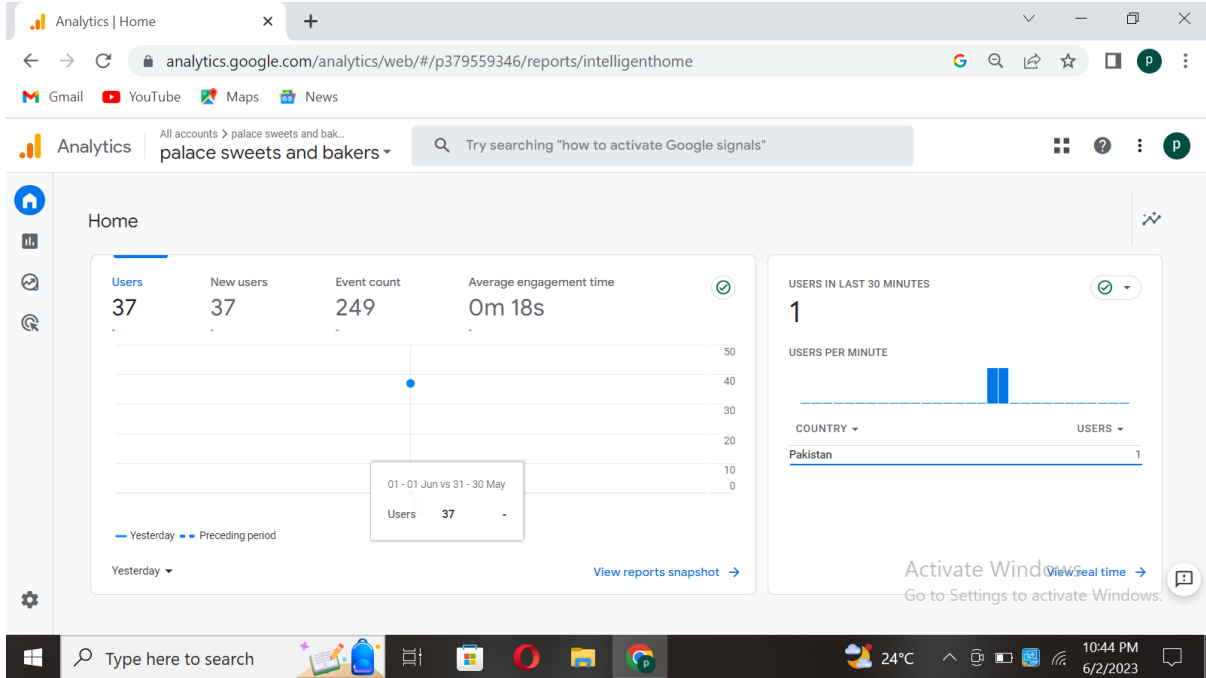
Performance testing will guarantee that the site functions under all loads. Activities for software testing will include:

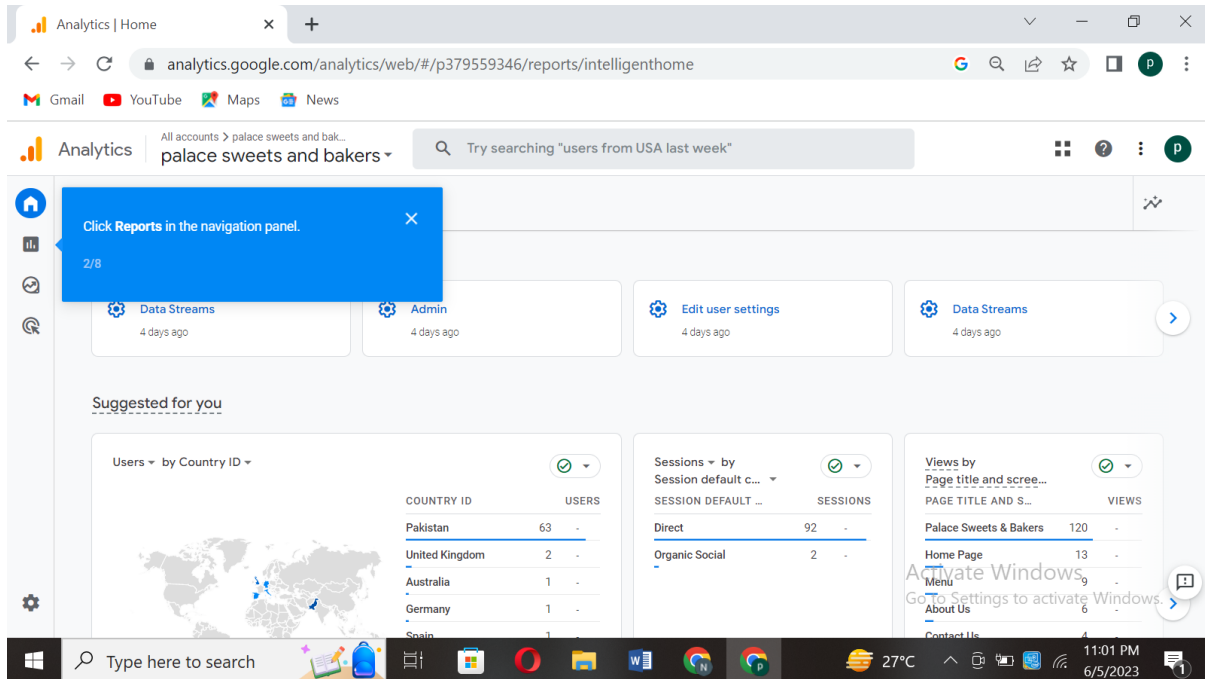
1. Response times of web applications at various connection speeds
2. Load testing was performed to ensure that web application responded to both typical and peak demands.

3. Testing the site's ability to bounce back if a crash due to peak traffic happens.

Similarly, determine the digital marketing channels, such as search engine optimization (SEO), social media platforms, email marketing, or content marketing, that are best appropriate for the Palace Sweets and Bakers. Likewise, should also create detailed test strategies for each channel to assess how they affect brand recognition. Test campaigns were also established with text, imagery, targeting, and call-to-action components. These advertisements must accurately represent the objectives and target market of The Palace Sweets and Bakers.

Moreover, set up tracking mechanisms and analytics tools to measure the performance of the test campaigns. Use tools like Google Analytics, social media analytics, or marketing automation platforms to collect key performance indicators (KPIs) data. Likewise, do split testing by dividing the target audience into several groups and exposing them to various iterations of the test campaigns. This makes it possible to compare performance and pinpoint the best components. The company should refine and optimize the digital marketing strategy based on the findings and learnings from the testing phase. To increase recognition of the brand and better reflect customer preferences, change message, targeting, or creative components. Furthermore, keep an eye on how the test campaigns are doing and gather information on KPIs like click-through rates, conversions, engagement metrics, and brand mentions. Analyze the information to learn more about the efficacy of various digital marketing methods and how they affect brand recognition.





Once the testing phase is complete and the strategies have been optimized, deploy the successful digital marketing campaigns on a larger scale. Allocate resources and budget accordingly to maximize the impact on brand recognition. In addition, continue to assess the effectiveness of the campaigns that have been deployed and their effects on brand recognition. To ensure continual progress, make any necessary data-driven alterations and improvements. Consequently, Palace Sweets & Bakers can efficiently assess and optimise the influence of their digital marketing efforts on brand recognition by using this testing and deployment procedure. They may use it to determine which strategies are most effective, make defensible choices, and ultimately improve their brand's marketability and recognition.

CHAPTER 5

5.1 Future Enhancements/Action Plan

To enhance the customers, experience, and soon, we have ensured that the company will develop an online application allowing online order booking and delivery services including customization or event management. They are also planning to introduce the products that for health conscious and diet persons. Similarly, Palace Sweets & Bakers may consider potential advancements and an action plan following the execution of internet marketing tactics for boosting brand recognition. The Palace Sweets and Bakers may maintain to expand consumer awareness of their brand and their market share in the sweet and bakery sector by opening in different cities. They also have a plan to open a restaurant and café along with the bakery to attract target market. As they should constantly monitor and assess the results of their internet marketing efforts. Website traffic, social media activity, email marketing, and search engine results may all be tracked using various analytics tools. Given the results, they might modify their procedures to improve brand recognition.

On the other hand, the company's website and digital marketing initiatives must be adapted for mobile devices, however, as more and more individuals are utilizing mobile devices to access the internet. Palace Sweets & Bakers must optimize their website and digital marketing methods for mobile customers. Additionally, Increasing brand recognition through influencer marketing may be successful, particularly with younger consumers. To advertise their goods and services, they can collaborate with social media influencers or bloggers with a sizable following in their target market.

CHAPTER 6

6.1 Conclusion

In today's cutthroat economic environment, the effect of digital marketing methods on brand recognition for the Sweets and Bakers industry is crucial. Increasing their online presence and drawing more clients to their authentic bakery may be the Palace Sweets and Bakers' project goals in digital marketing. However, they need help with issues like a limited online presence, inconsistent branding, ineffective targeting, low engagement, a lack of data-driven decision-making, a competitive market, and shifting consumer preferences after thoroughly analysing the issues and requirements. However, The Palace Sweets and Bakers may use all the benefits of digital marketing to boost brand recognition by detecting these issues and making the necessary improvements. Reaching a larger audience will be possible by building a robust online presence through an updated website, active social media presence, and efficient use of multiple online platforms. Consistent branding across all digital media will create a unified brand image.

Moreover, The Palace Sweets & Bakers may improve the effectiveness of their marketing tactics by undertaking in-depth target audience analysis and segmentation. Loyalty to a brand will rise by enhancing consumer involvement through customized and interactive content, responsive customer service, and community-building efforts. Further, adopting a data-driven strategy and using analytics tools can give you helpful information for making decisions and maximizing your digital marketing efforts. The Palace Sweets & Bakers may make data-backed modifications and upgrades to increase the impact of their brand recognition by regularly monitoring and evaluating outcomes.


Lastly, The Palace Sweets and Bakers may use digital marketing tactics to increase brand recognition significantly, provided they have a thorough grasp of the issues, requirements, and

potential improvements. The Palace Sweets and Bakers may position themselves as recognisable and trusted brand in the sweet and bakery sector by implementing an action plan focusing on these crucial areas, encouraging development, customer loyalty, and long-term success.

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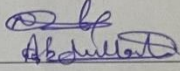
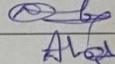
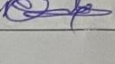
ANNEXURE 1


 Bahria University
 Islamabad Campus
 RC-04
 MBA/BBA

1st Half Semester Progress Report

Name of Student(s)	Nayab Sahra, Muhammad Abdullah		
Enrollment No.	01-221221-014 , 01-221221-007		
Thesis/Project Title	Impact of digital mkt strategies on Brand Recognition		

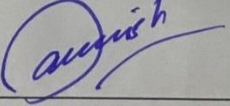
Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	15/03/23	office	Topic name discussion / strategies	
2	28/03/23	✓	Reward system, Packaging	
3	17/4/23	✓	Social media Radar	
4				

Progress Satisfactory

 Progress Unsatisfactory

Remarks: _____

Signature of Supervisor:  Date: 13 June 2023


Name: Danish Ahmad Khan

Note: **Students attach 1st & 2nd half progress report at the end of spiral copy.**

Page 1 of 2

ANNEXURE 2

Bahria University
Islamabad Campus
RC-04

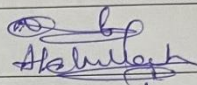
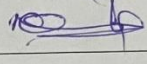


MBA/BBA

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	Nayab Zahra, Muhammad Abdullah			
Enrollment No.	01-221221-014, 01-221221-007			
Thesis/Project Title	Impact of digital mkt strategies on Brand recognition			

Supervisor Student Meeting Record

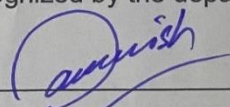
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	15/05/23	office	Social media radar	
6	12/07/23	"	Final adjustments & review	
7				

APPROVAL FOR EXAMINATION

Candidates' Name: Nayab Zahra M. Abdullah Enrollment No: 01-221221-014, 01-221221-

Project/Thesis Title: Impact of digital marketing strategies on Brand recognition - A case study of Palace Sweets & Bakers.

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 7 that is within the permissible limit set by the HEC for thesis/ project MBA/BBA. I have also found the thesis/project in a format recognized by the department of Business Studies.

Signature of Supervisor:  Date: 13 June 2023

Name: Donish Ahmad Usman

Impact of Digital Marketing Strategies on Brand Recognition :A Case on Palace Sweets and Bakers

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