

Competitive Analysis

By: Jonathan Wither

A look into company's methods of pricing for both special occasion cakes and wedding cakes.

First Page: Moshi's Cakes (us)

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Moshi's Cake

Website: <https://jtnwithther.wixsite.com/moshiscake>

Instagram: https://www.instagram.com/moshis_cakes/

Special Occasions Cakes - A special day requires a special center piece! There are countless ways to customize your special day cake, and we are thrilled to see the ideas you have in order to make your concept into a reality!

Round Cakes: (note these prices are just the molding) – Minimum Cake Order - \$100

- 4": \$30-\$35 (serves 4-6)
- 6": \$60-\$70 (serves 10-12)
- 8": \$100-\$120 (serves 18-20)
- 9": \$120-\$145 (serves 20-24)
- 10": \$140-\$170 (serves 24-28)
- 12": \$200-\$240 (serves 36-40)
- 14": \$310-\$370 (serves 58-62)

2-tier Buttercream cake prices start at \$220.

2-tier Chantilly cake prices start at \$280

2-tier Fondant cake prices start at \$320

3-tier Buttercream cake prices start at \$600

3-tier Chantilly cake prices start at \$675

3-tier Fondant cake prices start at \$750

*Extra charges will be made according to flavor and designs picked out for the cakes

Wedding Cakes

Wedding taste consultation - Taste consulting allows us to know what you are looking for, so that we may be able to tailor it specifically to your liking! Doing this will give you the opportunity to taste different flavors and pick out the designs that will get your custom wedding cake the look you desire. Cake tasting fee is \$30 for a couple, and an additional \$10 for any guests.

Wedding Cake Prices: (note these prices are just the molding) – Minimum Wedding Cake order -\$300

2-tier Buttercream cake prices start at \$200.

2-tier Chantilly cake prices start at \$250

2-tier Fondant cake prices start at \$290

3-tier Buttercream cake prices start at \$550

3-tier Chantilly cake prices start at \$625

3-tier Fondant cake prices start at \$700

4-tier Buttercream cake prices start at \$800

4-tier Chantilly cake prices start at \$900

4-tier Fondant cake prices start at \$1,050

*Extra fees will be added for handmade designs, toppers, stencil designs, and any additional decoration.

Sheet Cake Prices: \$250

| Tiers | |
|-------|-------------------|
| 1) | 6" = 12 servings |
| 2) | 8" = 20 servings |
| 3) | 10" = 38 servings |
| 4) | 12" = 50 servings |

DANA'S CAKE SHOP PRICES (LEESBURG)

Website: <https://www.danascakeshoppe.com/weddings>

Instagram: <https://www.instagram.com/danascakeshoppe/>

Tasting consultation (from website)

I believe the cake tasting is very important because the meeting gives me an opportunity to get to know you more and make sure that the cake meets your expectations.

The cake tasting will be an hour-long consultation to discuss all details about your wedding cake, sketch the cake designs and taste the quality of my confections.

Wedding cake prices

Wedding cakes prices start from \$7 per serving and may go up depending on cake flavors, design, complexity, and handmade elements.

6" = 12 servings

8" = 20 servings

10" = 38 servings

12" = 50 servings

2-tier buttercream cake prices start at \$220.

2-tier fondant cake prices start at \$320

3-tier buttercream cake prices start at \$600

3-tier fondant cake prices start at \$750

4-tier buttercream cake prices start at \$900

4-tier fondant cake prices start at \$1200

*An extra charge will be added for handmade designs, sugar cake toppers, sugar flowers, stencils designs, and edible lace.

Minimum wedding cake order: \$350

Special occasion cake prices

- 6" cake (serves 8 people): prices start from \$70

- 8" cake (serves 14 people) prices start from \$85

- 10" cake (serves 21 people) prices start from \$140

- 12" cake (serves 28 people) prices start from \$200

- 14" cake (serves 41 people) prices start from \$300

- 16" cake (serves 50 people) prices start from \$400

2-tier buttercream cake prices start at \$220.

2-tier fondant cake prices start at \$320

3-tier buttercream cake prices start at \$600

3-tier fondant cake prices start at \$750

Lulu Bell Cakes

Website: <https://www.lulubellcakes.com/ordering-and-pricing-1>

Instagram: <https://www.instagram.com/lulubellcakes/>

Facebook: <https://www.facebook.com/LuluBellCakes/>

Pricing information (from website)

Minimum cake order \$100

Minimum order for cupcakes, cake pops, & sugar cookies - 2 dozen

Custom decorated cakes, cupcakes, cake pops, and fondant work are not "just cake". They are edible works of art! It takes many hours to complete each order and they are charged accordingly.

Cake pricing is based on serving size and design. Toppers, 3D figures, large range of colors, tiered cakes, and carved cakes will increase price. Quotes may vary as the design evolves during discussions.

Delivery and stand rentals are available for an additional fee based on location and quantity.

Round Cakes:

4": \$30-\$35 (serves 4-6)

6": \$60-\$70 (serves 10-12)

8": \$100-\$120 (serves 18-20)

9": \$120-\$145 (serves 20-24)

10": \$140-\$170 (serves 24-28)

12": \$200-\$240 (serves 36-40)

14": \$310-\$370 (serves 58-62)

Square Cakes:

6": \$60-\$70 (serves 9-12)

8": \$100-\$120 (serves 16-20)

10": \$150-\$180 (serves 25-30)

12": \$240-\$290 (serves 44-48)

Cupcakes:

\$35/dozen without embellishments.

\$45/dozen with small embellishments or special piping techniques

\$55/dozen with flat fondant embellishments.

\$65/dozen with 3D fondant embellishments.