

# Cakebox and eircom broadband

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- Jennifer McHugh,  
Manager, Cakebox



**Founded in 1987, Cakebox is a family run business based in Dun Laoghaire, Dublin. The bakery currently employs seven full-time staff and its primary focus is on wedding cakes, as well as birthday cakes. Since its establishment Cakebox has been quick to adopt new technologies and in 1998 it set up a company website. The site had performed relatively well for Cakebox over a period of 10 years, attracting its fair share of customer inquiries. A year and a half ago Cakebox signed up for eircom broadband and in 2008 the bakery decided to make the most of its high-speed connection by upgrading its website to facilitate online ordering.**

## New website goes down a treat

Cakebox's new-look website was launched in June 2008. The site features an online ordering facility and a Contact Us section for visitors to get in touch via email directly from the site. Cakebox's website also plays host to almost 300 images of the various cakes the bakery offers. This includes 190 images of wedding cakes and 100 images of birthday and occasion cakes.

"The new site has proven to be a great success so far," says Jennifer McHugh, manager of Cakebox. "Half of all our inquiries are now coming directly through the site and we are even getting inquiries from the US and UK."

## Online images are cherry on top

Jennifer explains that without broadband Cakebox would not have been able to upload such a large number of images to the site. Providing a large selection of images online has meant that Jennifer has been able to cut down on the number of wedding fairs she has to attend annually. "I now only need to attend just two shows per year, which means less time out of the bakery and more time to focus on my core business of making cakes," she says.

Cakebox has also been able to save money by having so many images of their cakes available on their website. Previously, the bakery had to have a large selection of cakes available in-store so that customers could come in and have a look.

"We had to store the cakes, and make them available in our shop for people to come and have a look. We also used to have to open the shop two late nights per week to accommodate customers with busy schedules," says Jennifer. "With the website, people can browse through the hundreds of images on our site at their own convenience and if they want to see the cakes in a different colour we can send them a photo by email."

Broadband has also helped Jennifer to increase efficiencies at Cakebox. "I can order products online at a time that's convenient for me. I also use broadband to conduct research and to make sure I keep myself up to date on all the latest products and trends in cake-making."

## Full steam ahead for Cakebox

Prior to the launch of the updated Cakebox website the bakery used to produce cakes for between 500 and 600 weddings per year. It now does 900 weddings per year, an increase Jennifer puts down to the success of the website.

She explains that Cakebox offers discounts for online services to encourage customers to order through the website. The bakery also advertises online through other wedding-related sites, and this strategy has enabled Cakebox to build up its brand recognition.

Looking ahead Cakebox plans to add a feedback area to its site to allow customers to provide it with valuable comments. Jennifer says she is keen for customers to get in touch and if there are issues Cakebox will strive to correct them and to improve its business even further. The bakery is also continually adding more and more images of their cakes to the site, including setting up a new section specifically for the upcoming Christmas season.

"Quite simply, we would be lost without broadband and our website. The site has allowed us to be more efficient, save money and expand our market – we couldn't do without it now," concludes Jennifer.

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