

Marketing

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Marketing of Cupcake Royale Company Cupcake Royal Company is a premier bakery with stores located in the greater Seattle, Washington area. The market is a niche bakery service, which caters for customers with a liking for coffee and sweets. It faces direct competition from other cupcake shops in the Seattle area. Its competitors include Grocery Store, Trophy Cupcakes, and Molly Moons. The new ice cream has boosted its market situation (Bussel 1).

Cupcake Royale Company provides freshly made cupcakes. The frosted treats are in a variety of flavors that include blueberry, toasted coconut lime, and carrot walnut. The cupcakes are paired with an espresso that compliments the distinct flavors (Larson et al. 7). Customers who are widely located in the Seattle area receive good attendance in addition to after-sales-services. Cupcake Royale offers delivery to customers who are unable visit the location. In addition, the company provides rental of Cupcake Royale's party cart. The cart can be brought to any place the customer is in the Seattle area.

Trophy Cupcakes (TC) is the top competitor to Cupcake Royale. Trophy Cupcake has dominated the social media to capture more customers. It uses Facebook and Twitter to post events, polls and promotions such as cupcake happy hour. TC has collaborated with Molly Moons ice cream shop where they sell cupcakes at all Moon Locations (Larson et al. 9). The grocery store has also undermined the market of Cupcake Royale Company.

Cupcake Royale, however, has maintained the competition by improving its products and increasing its market cover. In addition to 10 new flavors of ice cream to the existing cupcake has expanded Cupcake Royale to six branches

(Jones 1). The new Rodeo donut is of exceptional quality. It is made from brioche dough, which includes eggs yolks, eggs, and butter instead of shortening like normal dough (Guanco 1). The brioche has flavor featuring vanilla beans, orange flower water, orange zest and honey instead of sugar. Cupcake Royale Company's goal emphasizes quality over quantity. That has allowed its current market situation has grown.

Works Cited

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