

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents professional literature and studies reviewed to give insights to the content of the study. Literatures and researchers that yield implications and relevance to the subject matter being investigated were also included in this chapter.

PRODUCTION

According to Gere , Denise (2014), Baking cupcakes is a pleasurable and rewarding experience, not just for the home cook but also for the family and friends who gather to enjoy the sweet- tasting results. Cupcakes are quick to make and taste delicious. The recipe for the cupcake has remained a fairly simple affair , although it's rare these days to hear someone cooking them in old teacups. Like all baked goods , with time they have evolved to become something slightly more elegant than their original look. From the simple beauty of a plain cupcake with plain white icing and a glace cherry , to a beautifully decorated little cake with dark (bittersweet) chocolate ganache and butter icing flowers , they're a way for the inventive cook to show off his or her talents and imagination . to many people , a batch of cupcakes is a blank canvas on which to paint and decorate , to show their true artistic talents while to others they remain simply a quick to make convenient cake. it's a good discipline to read the recipe from beginning to end and just make sure that you understand each stage of the methods. Although a lot of the recipes included here use similar methods , there may be subtle difference between them . Allow ingredients stored in the refrigerator , such as butter and milk , to come to room temperature before using them ; cold ingredients can cause the mix to contract and become tough.

According to Philippine Daily Inquirer (2017), the secret behind these cakes is a type of icing called buttercream-and a lot of imagination and technique from the people behind them: Valeri Valeriano and Christina Ong. They are the two-person team responsible for Queen of Hearts Couture Cakes based in London. When it comes to creating new designs, they base it on requests or trends, and teach themselves how to do these. Since then, they've created designs based on macrame, stained glass, art and fashion. Since they were budget-strapped, they looked for online tutorials, and found some on baking and decorating. They discovered buttercream as an icing for cupcakes, and their first creation was a cupcake bouquet of sunflowers with an Oreo cookie at the center. The moms' reactions were so positive and encouraging that they began to consider entering the baking industry since no one else was doing buttercream decorations. Then they went all out, but had to persevere before getting noticed. Both Valeri and Christina are the type of people who give a hundred percent when they take on an endeavor, and so in 2011, they took on this new pursuit and called it Queen of Hearts Couture Cakes. After practicing their techniques with more designs, Valeri learned how to create a website and filled it with photos of their creations. They had no customers at first. It took several months before they were noticed, and after selling at fairs, they got their big break at Cake International, the largest cake show in the world, where they were offered the chance to do teaching demonstrations. To anyone who wants to follow their path, Valeri advises, 'Find your niche and create your own style that will set you apart from anyone.' 'Be passionate about what you're doing,' adds Christina.

Commercial baking companies turn out billions of products a day. The products must be uniform in size, shape and appearance in order to pass quality control tests, and this is achieved with the help of a largely automated process. Commercial mixers, fillers and ovens combine to process a high volume of products as consistently as possible. Most manufacturers use preservatives and other additives to achieve a long shelf life and uniform appearance. Most standard commercial cakes use a batter made from wheat flour, fat, eggs, sugar, milk powder, water, flavorings, preservatives such as sulphur dioxide and raising agents such as sodium carbonate. The ingredients are combined in either the sugar batter or flour batter methods. In the sugar batter method, the fat and sugar are creamed together, followed by the liquid then the

flour. In the flour batter method, the fat is blended with the flour before being gradually mixed with the eggs and sugar. Increasingly, the "all-in-one" method is being used, which combines all the ingredients except fruit simultaneously. The batter is mixed in a commercial mixer. Once all the ingredients are combined, the mixer continues to beat the mixture for a further 10 minutes in order to trap in air and allow the cake to rise properly. The air works in conjunction with the added raising ingredient and the cake will grow in size during the baking process. Once the mixing is completed, the batter is turned into a mold for baking. The baking mold is automatically sprayed with a thin layer of oil, which prevents the batter from sticking to the mold during the baking process. The mold is then filled with batter via an automatic dosing system, which monitors the shape, weight and level of the batter. Once full, the molds are taken via conveyor belt through an automatic oven. The temperature and humidity of the oven are carefully regulated to produce the best result for the cake type so that it cooks evenly and thoroughly. To prevent the surface of the cake from cracking during the initial rising process, the crust is sprayed with water to make it more flexible. Once the cake has fully risen, the crust is allowed to dry and take on its baked coloring. After baking, the cake must be thoroughly and carefully cooled so that it does not collapse. As the cake cools, it releases moisture into the air that is removed by powerful suction pumps in the room so that no condensation forms. Once the cake is completely cool, it is released from its mold and packaged so that it will be ready for transportation. The cake must be completely cool before packaging, or condensation will form and damage the product. Commercial cakes are normally wrapped in plastic packaging, possibly with the additional of a cardboard tray. This was stated by Clark , Sara (2017).

A research study on productivity (MacKenzie , Matthew ,2012) explains that Cupcakes come in many varieties and sizes but there are a few factors that are always the same. Cupcakes are generally baked in muffin pans that are lined with baking paper. They are small in size and are usually frosted and decorated. The best thing about cupcakes is that you can be as basic or as unique as you want with them. Almost any type of cake or brownie can be made into a cupcake with some tweaks of the recipe and a little ingenuity. Cupcakes may seem Americanized or westernized but you can find cupcakes almost anywhere you go. In Southeast Asia, Thailand, Iceland, Brazil, Argentina, Britain, Hungary...etc. In the Philippines you can find rice cakes steamed in banana leaf cups. The varieties are endless and the adaption are unique to every

baker. Many great classic cupcakes can be served frosted, like Chocolate Butter cream Cupcakes or Mint Chocolate Cupcakes. Others are great plain like Applesauce and Cinnamon Cupcakes or Rum Raisin Cupcakes. Whether you are a child or an adult, a novice or an experienced baker, once you get started with my cupcake recipes you'll realize just how fun baking and decorating cupcakes can be. Most cupcakes are very simple to make and you will only need a few pieces of equipment : Scales, Measuring Cups, and Spoons , Mixing Bowls and Spoons , Sieves , Baking Cups , Timers and Wire Racks.

A research study on productivity (Rodríguez-García, Julia , Sahi , Sarabjit S. and Hernando , Isabel , 2014) expound that sponge cakes have traditionally been manufactured using multistage mixing methods to enhance potential foam formation by the eggs. Today, use of all-in (single-stage) mixing methods is superseding multistage methods for large-scale batter preparation to reduce costs and production time. In this study, multistage and all-in mixing procedures and three final high-speed mixing times (3, 5, and 15 min) for sponge cake production were tested to optimize a mixing method for pilot-scale research. Mixing for 3 min produced batters with higher relative density values than did longer mixing times. These batters generated well-aerated cakes with high volume and low hardness. In contrast, after 5 and 15 min of high-speed mixing, batters with lower relative density and higher viscosity values were produced. Although higher bubble incorporation and retention were observed, longer mixing times produced better developed gluten networks, which stiffened the batters and inhibited bubble expansion during mixing. As a result, these batters did not expand properly and produced cakes with low volume, dense crumb, and high hardness values. Results for all-in mixing were similar to those for the multistage mixing procedure in terms of the physical properties of batters and cakes (i.e., relative density, elastic module, volume, total cell area, hardness, etc.). These results suggest the all-in mixing procedure with a final high-speed mixing time of 3 min is an appropriate mixing method for pilot-scale sponge cake production. The advantages of this method are reduced energy costs and production time.

According to Cardíñoza , Gabriel (2013) She has to wake up at 4 a.m. daily to start baking in the family kitchen in Barangay (village) Bonuan Boquig here. She does all the work: from

kneading, mixing, baking and decorating her products of different sizes into colorful pieces of art. Before 10 a.m. she is off, delivering the freshly baked products to her shop, where she and a store assistant stay until 7 p.m. On the average, Matias produces 100 cupcakes a day, 10 pieces for each of the different flavors she had created: smores, vanilla bean, tiramisu, red velvet, blue velvet, ube, brazo de mercedes, espresso, carrot and the bestseller, blueberry. But she says there are times when one or two cupcake flavors would immediately run out and she had to rush back home to bake more. "Most of my customers are young professionals and students. They usually order the cakes as gifts to somebody celebrating a birthday or some occasion," Matias says. What sets her apart from cake and pastry stores here is that her products are homemade and personalized. "Customers tell me what design they want and I just execute it. Many of them bring photos of what they want me to do," she says. Her most sought-after creation is the cupcake tower, which is often the centerpiece of wedding, birthday and baptismal parties. "So far, not one customer has rejected my work. They are even telling me that they have recommended me to their friends," Matias says.

PACKAGING

According to the Plastic Container City (2017) , They provide cupcake supplies wholesale for bakeries and cupcake shops, and retail cupcake supplies for individuals. Their cupcake containers and boxes, and cupcake liners and wrappers are all designed for supreme usability and maximum visual appeal. They supply a full range of products, including cupcake liners, cupcake wrappers, cupcake pans and ovenable plastic bake ware. In addition, They have cupcake decorations that include colored sugar, sugar paper, edible decorations, and of course, the all-time favorite – sprinkles. With over 166 different kinds of muffin and cupcake containers and 80 different cupcake box options, They are sure to have exactly what you need to package up your creations. Their cupcake liners range from standard white to foil to colorful stripes and patterns. They even have Swedish Greaseproof cupcake liners and tulip cupcake liners. Their bulk cupcake supplies include a wide variety of cupcake containers, each with its own unique combination of design, size, quantity and purpose. Cupcakes stay fresh and moist for your

customers from bakery to table. Cupcake boxes can also be ordered in large quantities for food service businesses or as individual pieces for personal use. Buying bakery supplies wholesale is the ideal way to increase efficiency in your bakery while taking advantage of the low, reasonable prices available at Plastic Container City. At Plastic Container City, your satisfaction is our most important goal. The largest selection of cupcake boxes & cupcake containers can be found here at Plastic Container City. They offer wholesale cupcake boxes & retail cupcake boxes which are sold in small packs. The cupcake boxes are available in pink, Kraft and white. Their cupcake containers are produced from crystal clear plastic.

Leading brands understand the importance of packaging not only in keeping their goods safe, fresh, and protected, but also as an essential part of their branding and marketing efforts. The packaging is the signature you leave everywhere, and it has the ability to attract today's customers much better than outdated sales and advertising tactics. Marketers are familiar with the term "marketing mix," conceived by Neil Borden, president of the American Marketing Association. Flexible retail packaging is made of innovative materials like plastic, aluminum, and paper that are laminated, printed, and coated to maintain a durable structure and blank slate for creative designs and graphics. Today's top brands think of packaging as a miniature billboard that has the ability to attract shoppers right inside retail stores as they're making their purchasing decisions. Companies are working closely with packaging suppliers to select the very best size, shape, design, finish, and type of flexible retail packaging to best represent their product and reach their target customers. Packaging is what shows off your product in the best light, displays the price and value of the product, communicates the product's benefits to consumers, and it what physically appears in your various distribution points. The product may be the very best on the market, but its packaging needs to be the main tool that represents this. It's the first thing people see, and it has the ability to catch or divert their attention within seconds. The packaging should never be considered an afterthought or just a random part of the marketing mix. It should be viewed as a key place of focus, as it incorporates all other elements of your sales and marketing strategies. Packaging is what maintains the freshness and quality of your product while using vibrant designs to tell your brand's story. It is the place where government regulated information, like nutritional facts and allergy warnings, is located, therefore keeping consumers

safe and illustrating your brand's commitment to transparency and providing products that are beneficial to their lives. This was stated by Nader , Brittany 2017.

German baking product company Dr. Oetker has released a line of edible wafer cupcake cases, which come in blue and pink varieties. The new cases are designed to replace paper alternatives, and are bake stable, meaning they can be baked on a flat tray. The initiative follows a host of other edible Dr. Oetker products, such as digestible cake decorations and gold leaf transfers. Home baking has become a popular pursuit in recent years, largely thanks to TV programmes such as The Great British Bake Off and celebrity bakers such as Mary Berry. According to UK-based retail analyst Conlumino, more than three fifths of adults baked at home at least once in 2013, compared with only a third in 2011."In response to consumer interest, we're seeing a huge amount of innovation in home cooking and baking products", says Mandy Saven, Head of Food, Beverage & Hospitality at Stylus.com. "However, busy individuals don't have time to craft recipes from scratch, and products that enable them to part cook or bake will be well-received. As will those that help to reduce waste."For more insights into edible packaging solutions, see Shape-Shifting Packaging. For a wider view on new products being designed to aid home chefs and bakers, look out for our upcoming report Packaging Futures: New Formats, which will form part of our Packaging Futures Industry Trend. This was stated by Dr.Oetker (2014).

DISTRIBUTION

The research study by Dueñas , Elvan R. , Alilio , Ron Emmanuel A. and Ansay , Novelyn J. (2015) stated that introducing a new flavor of cupcake is quite challenging. The proponents will introduce a sweet and sour product that will encourage the target market to consume the product and to ensure a repeat buying decision. The pruposed business target market is the people of Brgy. Pblacion, Cavinti, Laguna, specially the primary school and secondary schools in

the area. The researchers will put up the business besides Jerlyn's Bakery in Cavinti, Laguna, the owner of Jerlyn's Bakery is one of the proponents. Jerlyn's Bakery consumers will also be the business target market. Since the proponents product is easy to market and it will be put up besides Jerlyn's Bakery which has a great coverage of customers that would help the proponents product to be introduced and to be known in the area and Jerlyn's bakery has a great reputation when it comes to pastry business because they open up another branch. In the actual implementation, the business target market of Vonati Mansi Cupcake (VMC) remains the same. VMC delivered its products at Buro Elementary School and Cavinti National High School. The staff located besides Jerlyn's Bakery which helped the business to be known in the place and to encourage more customers. The stall was only open during Mondays and Wednesday due to the schedule of the owners but the consignment is from Monday to Friday. The proponents introduced sweet with citrus flavor that encourages the target market to consume the products and to ensure a repeat buying decision.

MARKETING STRATEGIES

According to Tan, Jennifer Jane D. (2016), she established "Sweet Shoppe" a venture focused on providing personalized cakes, cupcakes, party stuffs like bunting, banner, party hats, balloons and game prizes. To increase the services offered to the customers, the proponent decided to offer related services like catering services, event management and hosting. The additional services would have caused additional finances to the proponent but she thought of a remedy. The proponent partnered with several businesses that could provide the need for food, chairs and tables for commitments that include catering services. The proponent applied for the required documents and permits to formalize the business. She created social media accounts like Facebook pages and an OLX account to market the establishment. In addition she printed out tarpaulin posted in front of their houses and in one tricycle. The proponent also created leaflets, brochure and calling cards to add on the marketing tools. To determine the probability of the business, the proponent used financial statements such as balance sheet and income

statement. Since she views service as an important element to the business, the proponent decided to assess the satisfaction of clients through the use of customer satisfaction service.

McAfee, Kathy (2015) stated that she used the Cupcake Strategy. The cupcake strategy is a creative, mind opening, marketing exercise. It's a way of looking at your business differently. It can help business owners and professionals to better understand what's most important about their professional offering, whether its business to business products/services, or your employment skills/talents. Make no mistake that the cake in your cupcake is the major foundation. Without the cake, all you have is a pile of frosting and sugary sprinkles. The "cake" aspect of your business may not be that sexy, but it is the main driver of your profits. To use another food metaphor, it's your bread and butter. It sustains you. Never disregard your cake. Everyone loves frosting (especially if you're a kid at heart), and they will pay for it, too. It makes things sweeter, but you can't eat too much of it or you'll get sick to your stomach. There are many different kinds of frosting (or products/service) and it tends to be more visible than the cake part (which lies hidden under the cake liner). Sprinkles can turn an ordinary cupcake into something irresistible. People are drawn to decoration. Sometimes they'll eat them, other times they will discard them. But without the sprinkles, they may not notice your business. And they'll pay extra for the sprinkles and adornments. These little extras add more value to your core proposition, but the sprinkles themselves can't pay the rent or make payroll. They rely on the frosting and the cake to hold them up. The cherry on top is a metaphor for your client attractor - the WOW factor in your business and/or brand.

Big Apple desert aficionados everywhere are delighting in the fact that Sprinkles Cupcakes, the innovators of the world's first cupcake bakery, has brought its 24-hours Cupcake ATMs to the Upper East Side. The sweet company heavily relies on social platforms the word about promotions and giveaway and also encourages its consumers to evangelize on behalf of the brand. Moreover, the company creates an experience with its core product. the concept of buying a cupcake is not all that exciting in its purest form. It just involves a quick money exchange for instant gratification. Sprinkles relied heavily on an integrated approach to

marketing and a great deal on social media. "Social media is key for Sprinkles since we do not employ traditional advertising," Schwartz told Content Boost. "we have wonderful followers on Facebook, Twitter and Instagram who not only share our posts, but go to our cupcake ATM and create original content to share with their friends. This was stated by Majewski, Carrie (2014).

According to Miles, Stephanie (2016), Like many local merchants, Zidell has seen the number of customers finding her business through Yelp climb over the years. She ultimately decided to take the leap into paid advertising on the platform as a way to ensure that her bakery was being listed ahead of competitors. In addition to buying advertising on Yelp, Zidell also offers discounts for customers who "check-in" using Yelp's mobile app. Zidell tracks the number of customers who take advantage of her check-in offer through her point-of-sale system, and says 62 people have checked-in to her business with Yelp in the past 12 months. But Zidell says that figure reflects just a small portion of the total number of customers who visit Trailercakes after reading about the bakery on Yelp, because most customers don't check-in each time they make a purchase. Trailercakes also has an impressive social media following for a local business, with 9,677 'likes' on Facebook and a combined 7,024 followers on Twitter and Instagram. Zidell credits her bakery's following to her willingness to truly engage with customers online, rather than just promoting products. "It's about getting to know your customer and maintaining the 'personality' of the business," she says. "It's also a great way to build a relationship with regular followers. If a customer can't wait for a certain flavor to come out, we will tag them in a post when it does come out."

According to Martin (2014) You can promote yourself by way of business cards, flyers, a website, social media, customer testimonials, the press or pitching. You can start by printing business cards with the name of your company, logo and contact information. You can carry a few of the cards in your purse to hand out to potential customers. If the local businesses and shops permit, you can leave a few cards or flyers there. He stated that a website is an easy yet essential method of garnering customers for your company. You can display your services, a picture gallery of beautiful cakes, prices, a section that talks about how your company came

about, location and contact information. Make sure you use competitive keywords and have an SEO-friendly design. Creating a Facebook page is a great way to market your business. Show off your treats and cakes by posting offers and images and connecting to a variety of prospective customers who may in turn share your offers with their friends on the social media website. Pinterest is another incredible social media website through which you can bring in customers. Post pictures of your cakes on suitable boards and if any of the site's users like the appearance of your cakes, they can pin the designs they like to their own boards and click through to reach you. You can consider getting some (or all) of your satisfied customers to pen a short testimonial or review which can be uploaded to your website. Happy customers would be able to assist you with gaining more trust and sales with respect to your cakes or other baked items. Being able to get your name in magazines, the local paper or on websites will help you popularize your fantastic new company.

Another study on the topic by Lefebvre, Darcy (2016) suggest that The options for do-it-yourself (DIY) online marketing can be overwhelming with the constantly changing world of social media marketing, email marketing, search engine optimization (SEO), article marketing, blogging and more. Adding Google pay-per-click ads, Facebook advertising and other online advertising options can be an extremely effective way to bring in targeted traffic. Online advertising can be affordable and deliver immediate results, so it's worth considering if paid advertising can be incorporated into your marketing budget. The great thing about running your online marketing for yourself is that you can get a lot of value out of creating focused content, as long as you share it with your market. An effective online strategy allows you to keep current contacts engaged with your business, and is a great way to connect with new audiences while converting potential clients into satisfied customers.

Synthesis

Production

According to Denise Gere, Philippine Daily Inquirer, Sara Clark, Mathew MacKenzie and Julia Rodrigez-Garcia, Sarabjit S. Sahi, Isabel Hernando, and Gabriel Cardíñoza , they focused on the Production of the cupcakes. They explain how to made the best cupcakes and hot it come in many varieties and sizes. they expound that cupcakes have traditionally been manufactured using multistage mixing to enhance potential of the formation. they created designs based on the trends and different pleasant designs that will attract the customers. they also do what designs customers want.

Marketing Strategy

According to Jennifer Jane D. Tan, Kathy McAfee, Carrie Majewski, Stephanie Miles, Martin and Darcy Lefebvre, they discussed the different marketing strategies they used to sell their products. they promote their business by way of business card, flyer, awebsite, social, customer testimonial and the press or pitching. They relies on platform the word about promotion and giveaways and also encourage its consumers to evangelize on behalf of the brand. They also take the leap into paid advertising on the platform as a way to ensure that their business was being listed a head of competitors.

Packaging

