



Marketing Passport®

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Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Soaidah Khan		
Website Address:	www.myfoodquest.co.za		
Business Stage: (Idea/ Growing/ Established)	Growing	Primary Contact:	Soaidah Khan
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Which industry best describes your primary business?

My Food Quest is best described as a home industry business focused on baking and food experiences, culinary discovery, and food-related content.

How does your business primarily operate?

The business operates online through a website, an Instagram page and through word of mouth.

Where do you currently serve customers?

Mainly the Verulam and surrounding areas all up to Durban.

If you have a physical presence, where is it located?

Verulam, and surrounding areas in Durban.

Which location matters most for your growth right now?

Verulam all up to the North Coast areas.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

I bake fresh, homemade cakes, cupcakes, and sweet treats that are made with care, quality ingredients, and real attention to what each customer wants. Every order is personal, made from scratch, and designed to taste as good as it looks.

Vision (what success looks like in the future?)

To grow from a home kitchen into a recognised local bakery business, known for custom cakes and desserts that people trust for their most important moments and celebrations.

Core values (3–5 guiding principles)

Freshness First

Everything is baked from scratch using fresh ingredients, never rushed or mass-produced.

Personal Service

I take time to listen, ask questions, and create cakes that feel truly custom, not generic.

Quality You Can Taste

The focus is always on flavour, texture, and a finished product that stands out.

Community and Local Support

I believe in supporting local suppliers and serving the people around me with pride.

3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

I offer a range of freshly baked homemade desserts, including custom celebration cakes, cupcakes by the dozen, brownies, dessert cups, and specialty treats like lemon curd. My products are designed for both special occasions and everyday indulgence.

Outcomes: the results your customers get.

Customers get delicious, fresh, high-quality baked treats that make birthdays, events, and celebrations feel more personal and memorable. They also enjoy the ease of ordering custom desserts that are made to match what they want, whether it's for a party, a gift, or simply a craving.

Pricing: how you package or charge for your work.

My pricing is a mix of set starting prices and custom quotes depending on the order. Cupcakes start from R180 per dozen, and cakes start from R350, with final pricing based on size, design, and customer requirements.

Hero Offer: the offer that drives most of your revenue.

My main revenue-driving offer is my Chocolate Cake, which is the most popular choice customers order for celebrations and repeat purchases. Besides the chocolate cake, my orange cake and hazelnut chocolate buttercream with espresso are also good sellers.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

My ideal customers are busy moms, teachers, and local community members who want fresh, great-tasting cakes and desserts for birthdays, school events, and special occasions. They often rely on referrals and want someone they can trust to create something beautiful and delicious without the stress of baking themselves.

Customer segments (if you serve more than one type of customer).

I serve a few main customer groups: moms ordering treats for kids' birthdays and family celebrations, teachers organising school events or staff gifts, friends and referrals looking for reliable custom cakes, and last-minute customers who need something special on short notice.

Customer Problems: the challenges they face.

Many customers don't have the time or ability to bake for an event, especially when orders are last-minute. They also struggle to find a baker who can deliver both good flavour and a cake that looks special, while staying within a reasonable budget.

Why do customers choose you?

Customers choose me because my cakes and cupcakes stand out in taste and appearance. They appreciate the fresh homemade quality, the care I put into custom orders, and the fact that they can trust the end result to be both beautiful and genuinely delicious. Most of my customers are local to Verulam and prefer convenient home pickup, with occasional delivery requests for nearby areas.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

My direct competitors are other local home-based bakers and small bakeries that offer custom cakes and cupcakes for birthdays, parties, and events. These businesses provide similar celebration-style baking products, often competing on design and price.

Indirect Competitors: alternatives your customers might choose instead.

Indirect competitors include larger commercial bakeries such as Westham Bakery, as well as cheaper bakers who offer lower quotes. Some customers may also choose supermarket cakes or decide to bake something themselves instead of ordering custom.

Your Edge: what you do differently and why customers choose you.

What sets my business apart is the quality, freshness, and flavour experience customers get. Unlike many competitors who freeze sponges or use overly sweet icing, I bake from scratch close to the pickup date and focus on soft, fresh cakes with light, creamy buttercream that isn't too sweet. I also offer unique products and flavours that most local bakers don't, such as dessert cups, lemon curd, and specialty options like chocolate hazelnut buttercream with espresso. Customers choose me because the taste and quality stand out, and they can genuinely feel the difference in every bite.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

My Food Quest is the home-based bakery in Verulam known for fresh, from-scratch cakes and desserts with standout flavours, light buttercream, and a personalised custom experience that feels genuinely made for you.

Short pitch / 7-second explanation.

I bake fresh custom cakes and treats that taste as good as they look, made from scratch for your special moments.

Hooks/Taglines: memorable lines that spark interest.

Freshly baked, never frozen, always unforgettable.
Custom cakes with flavour you won't find anywhere else.
Light buttercream, rich sponges, and real homemade quality.
Your celebration cake, made properly from scratch.
Desserts worth craving again and again.

Tone of Voice: choose the style that fits your brand.

Warm and personal, like a friendly local baker you trust
Quality-focused, with pride in flavour and freshness
Modern and slightly indulgent, highlighting unique treats and flavours
Customer-first, thoughtful, and detail-driven rather than generic or mass-produced

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

My ideal customer is a busy mom, teacher, or local organiser who wants a cake or dessert that feels special, tastes incredible, and can be trusted for an important celebration. They care about quality and want something more personal than a generic store-bought option.

What are they struggling with?

They often come to me feeling stressed or short on time, especially before a party or birthday. They worry about choosing a baker who might disappoint them with a cake that's too sweet, not fresh, or not worth the money. They want something that looks beautiful but, more importantly, tastes amazing.

How does your brand help?

My role is to guide them toward a dessert they can feel confident about. I bake everything from scratch close to their pickup date, with light buttercream, soft sponges, and flavour options they won't find everywhere. I take the time to ask questions and make sure the cake fits what they truly want, so they feel taken care of throughout the process.

What does life look like after success?

After they receive their cake or treats, the stress disappears. They feel proud and excited to share something that looks stunning and tastes even better than expected. Guests ask where it's from, they enjoy trying unique flavours like orange cake, and the celebration feels complete because they chose something memorable, fresh, and genuinely delicious.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

My brand personality is colourful, tempting, and inviting. It feels homemade but still special, with a focus on fresh flavour, indulgence, and treats that instantly make people crave a bite. The brand comes across as warm, vibrant, and confidently delicious without trying too hard.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

My voice should sound mouth-watering and sensory, focusing on taste, freshness, and flavour that people can almost imagine through the words.

It should feel homemade and personal, never corporate or overly polished.

It should avoid clichés and generic “salesy” phrases, instead using real, specific descriptions that feel natural and authentic.

It should be confident but simple, letting the quality of the baking speak for itself.

One-Word Descriptor: the single word that captures your brand's essence.

Addictive.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

Not yet established but I like blush pink tones or barbie pinks, white with a little purple and black.

Fonts / typography.

Not yet established.

Visual preferences.

Minimal design, display original high quality product images.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other Lovable AI

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

Instagram
Tik Tok

Channels you want to use next.

Facebook and Marketplace
WhatsApp community groups
WhatsApp channels

Paid vs organic mix (if any).

All content shared is organic, no paid ads.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- Logo files
- Photos
- Videos
- Testimonials
- Case studies
- Written content

All of the above.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

My Food Quest wants to be known for fresh homemade baking in Verulam and Durban, especially custom celebration cakes, cupcakes, and indulgent dessert treats made from scratch. The brand focuses on affordable, high-quality desserts for birthdays, school events, weddings, and gifting moments.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

Custom cakes Verulam	Fresh cupcakes Durban
Birthday cakes Verulam	Dessert cups Verulam
Chocolate cake Verulam	Custom cupcakes for parties
Cupcakes Verulam	School event cupcakes
Home baker Verulam	Wedding cake baker Durban
Cake baker near me	Cakes for gifts Durban
Affordable cakes Durban	Order chocolate cake near me
Homemade cakes Durban	

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

My main goal for the next 6–12 months is to increase the number of cake orders I receive while growing my Instagram presence and overall brand awareness in Verulam and Durban.

Key outcomes you care about (leads, sales, visibility, etc.).

Success for me looks like reaching at least R6000 in monthly revenue through consistent cake and dessert orders. I also want to generate more customer inquiries each week, build a stronger base of repeat customers, and grow my Instagram following so that more people discover my baking beyond referrals.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The biggest constraint holding progress back right now is limited time and budget. Because the business is home-based, balancing baking, marketing, and growth is challenging, and I need simple, efficient systems and marketing that work without requiring large spending or constant availability.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

R500- R1000

Decision-Maker: the person who approves spend and final decisions.

Soaidah Khan

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION - KEPT LAST)

Do you have permission to use testimonials/photos?

Yes

Industry Rules: any sector-specific regulations you must follow?

No

