



CareerLaunch

BRAND STUDIO

DIGITAL BUSINESS GROWTH PROPOSAL

PREPARED EXCLUSIVELY FOR

Patty Kakes & Moore

Prepared by Stacy Furqan
Founder & Creative Strategist
CareerLaunch Brand Studio

HELPING ENTREPRENEURS BUILD BRANDS THAT CUSTOMERS TRUST

Introduction

Welcome

Dear Patty,

Thank you for considering CareerLaunch Brand Studio.
We believe every small business deserves a website that
reflects the same quality, passion, and professionalism that
goes into its products.

Whether you're creating custom cakes, cookies, cupcakes,
or desserts, your website should become your best
salesperson—working for you 24 hours a day.
We're excited to help bring your vision to life.

Background

About Patty

Baking with Heart. Serving with Purpose.

Every recipe tells a story, and mine began over 15 years ago with a love for creating homemade treats that bring people together.

I'm Patty, a proud St. Louis native and graduate of the Pattonville School District. What started as a passion in my home kitchen has grown into something much bigger—a business built on creativity, dedication, and the joy of making life's sweetest moments even more memorable.

As a self-taught baker, I've spent years perfecting my craft, learning through experience, and pouring love into every cake, cupcake, cookie, and dessert I create. I believe the best recipes aren't just measured in ingredients—they're measured in the smiles they bring to family gatherings, birthdays, weddings, and celebrations of every kind.

Beyond baking, I'm a proud mother of two amazing children who inspire me every day to dream bigger, work harder, and lead by example. Family is at the heart of everything I do, and that same care and attention goes into every order I prepare.

Giving back to my community is equally important to me. I believe kindness is one of life's sweetest ingredients, and I'm passionate about supporting others whenever I can. Whether it's donating treats for local events, celebrating milestones, or simply making someone's day a little brighter, I love using my gifts to make a positive impact.

Thank you for supporting my small business and allowing me to be part of your special moments. I look forward to creating something beautiful—and delicious—for your next celebration.

Made with love. Baked with purpose. Shared with joy.

Challenges We Can Solve

Customers can't find your menu.
Orders only come through Facebook.
No professional website.
Limited online presence.
No online inquiry form.
No central place to showcase your beautiful work.

Our Website Goals

- ✓ Increase visibility
- ✓ Build trust
- ✓ Showcase products
- ✓ Make ordering easier
- ✓ Create a luxury brand experience
- ✓ Grow customer inquiries

Your Website Includes

Home
About
Gallery
Menu
Reviews
FAQ
Contact
Instagram
Facebook
Mobile Optimization
Basic SEO
Inquiry Form

Investment

Sweet Success Package

\$695

Our Process

Discovery
Planning
Design
Review
Launch
Support

Why CareerLaunch?

Why clients choose CareerLaunch?

Professional branding

Personalized service

Affordable luxury

Beautiful design

Relationship first

Reliable support



Future Growth Opportunities Beyond Your Website

As your business grows, CareerLaunch Brand Studio can help you expand with:

- ✓ Digital Products
- ✓ Recipe eBooks
- ✓ Signature Cookbook
- ✓ Online Store
- ✓ Email Marketing
- ✓ Social Media Graphics
- ✓ Seasonal Promotions
- ✓ Business Branding
- ✓ Product Photography
- ✓ Customer Loyalty Programs

Phase 1 -Website

Phase 2 -Branding

Phase 3 -Digital Products

Phase 4 -Cookbook

Phase 5 -Online Store

Phase 6 -Marketing & Growth

Thank You!

By Stacy Furqan

We're honored to have the opportunity to partner with you.
Together we'll create a website that reflects the quality of your business and leaves a lasting first impression.

Phone: 912-312-3602

Email: info@thecareerlaunch.com

Website: www.thecareerlaunch.com

QR Code

