



# AYAANBAKES COFFEE & CAKES

7 DAYS A WEEK  
7AM - 7PM

Breakfast • Bakery • Hot Drinks



**PRE ORDER BESPOKE  
CAKES & CUPCAKES NOW  
ONLINE AND IN STORE**



City Road, Cardiff

@AyaanBakesOfficial



112 CITY ROAD, CARDIFF, CF24 3BL

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[www.AyaanBakes.co.uk](http://www.AyaanBakes.co.uk)



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The images used in the poster was an important factor that had to be considered as it is a reflection of the data collected from my questionnaire. It stated that customers tend to buy more than one product, besides a beverage therefore I included pictures of bakery products and cakes/cupcakes to represent the 'AyaanBakes' cake service and also, to show that we as a business have a wide variety of food and drinks. Results showed that the comfort of a café influenced a person's decision in making a purchase so I wanted to advertise the overall aesthetic and comfortable environment that my coffee shop will have, as a pursuit to attract more customers. Similarly, social media seemed to be the most effective method of advertising thus I incorporated both social networking accounts (Facebook and Instagram) that we will be using to further promote my business. I emphasised that we will be selling 'bespoke' cakes/cupcakes therefore it will be appropriate for any occasion, that being a wedding or a birthday, as well as being able to order it online and in store, making it accessible to all. The location aspect of it all was also considered in which I put the full address at the bottom for information purposes. The colour choice behind the poster was lilac as I felt that it was very light, colourful, and bright, but not too overpowering and allowed the important information and pictures to stand out and to sell the business and our products visually.