



Dot Sweets

As a Bethany family we sell to Bethany Teachers, Faculty, and Parents. We sell fresh homemade meals. We have a unique website for all of our needs.

List Of Services And Or Products To Include Pricing

Our meal preparations are family based. For a family of 2 it is \$25. For a family of 4 it is \$40. There may be additional pricing for dietary restrictions. Catering service pricing is based on the event and about of people. For specific information our clients should directly contact us.

Your Clients Story

Her business stemmed from a hobby. She has always loved to bake. When she was younger she started out with an Easy Bake Oven. She started out baking and eventually moved to catering when a family member asked her to cater a wedding. She was ecstatic and overly surprised. She enjoyed it so much she decided to stick with it. The meal preparation option came in recently as one of her clients needed different options because school and work was beginning and she didn't have the to cook meals. With busy lives and school she is still a mist.

*As a Bethany Family our products are primarily sold to
Bethany Families.*

Promotion Strategy

We are making flyers to pass out at carline. The Parents of Bethany School are our top clients. By passing out flyers we inform people that did not know about our business. We are also creating a brochure to leave in the office and the classrooms around the Bethany service.

Tear Away Flyer

Flyers

DOT SWEETS

Homemade Meals



Dot Sweets is a family owned company run by a Bethany parent, Whitney Washington. We offer a variety of home made foods every day. Our menu is on a calendar basis. The meals are different everyday. You pick up your meals at Bethany school. To view our menu and to see everything we offer go to our website:
www.dotsweetz.weebly.com



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Dot Sweets
 555 Albion Ave
 Cincinnati, OH 45246
dotsweetz@gmail.com







DOT SWEETS

December 17, 2018

Our Food

We offer a wide variety of food. We can cater, supply single or multiple meal orders. Our menu is based on a monthly basis.

Please contact me by my email- washinwd@yahoo.com



Dot Sweets

Brought To You By Whitney Washington





Homemade Meals

Dot Sweets is a business created by Whitney Washington, a Bethany Parent. We offer a wide variety of homemade meals that change every day. Our menu is on a calendar basis. We have allergy and food preference options.

We also can cater. For full menu and ordering please visit our website. We welcome all customer feedback. You pick up your ordered meals at Bethany.

Feel free to contact us with any comments, questions, and concerns!

Pick Up: 555 Albion Avenue
 Cincinnati, OH 45246

Email: dotsweetz@gmail.com

Phone: (513) 252-9220

www.dotsweetz.weebly.com

Flyer

Brochure

Dot Sweets

Brought to you by Whitney Washington

Catering

We can cater from #people to #people.

Meals

We have a variety of food. To see our full menu go to www.dotsweetz.weebly.com

Delivery

Coming soon!

Our Meals

Choices

We have different food choices every day.



Food

We offer a wide variety of homemade meals everyday.

Pick up

Where to pick up

You can pick up your meals at Bethany School.

Customer reviews

On our website you can submit a customer review. Please let us know if you enjoyed Dots Sweets food. We welcome positive and constructive feedback.



DOTSWEETS
555 Albion Avenue Cincinnati, OH 45246
[513] 252 9220
dotsweetz@gmail.com
www.dotsweetz.weebly.com

Dot Sweets



Website

www.dotsweetz.weebly.com

Social Media

We are currently looking at creating a social media account on Snapchat, Instagram, Facebook, and Twitter. We need to talk to Ms. Washington about her ideas as well.



Logos



Three Slogans

Simple Food. Simple Life.

Fresh Foods. Kind Faces.

What You Want. When You Want It.

Referrals

Heather Aredondo: I have bought meals for Dot Sweets. My family has loved them.

Shannon Treier: She catered my son's wedding!

Sister Carina: I believe that she and Ms. Patty both put together the supper that was delivered to the board before our last meeting. They made boxed lunches for us which were very tasty.

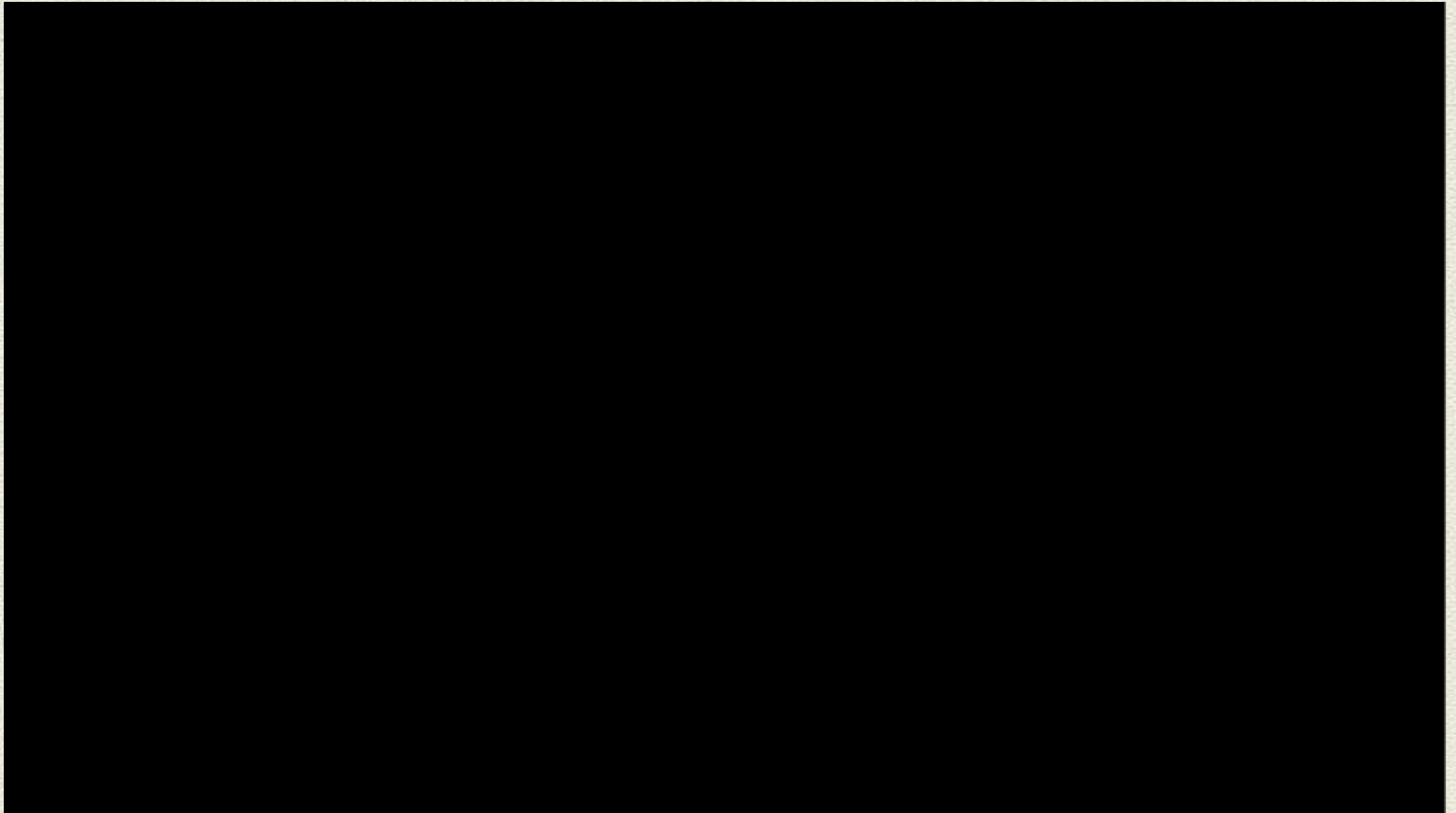
Special Offers

Dot Sweets does not currently have any special offers.



Business Cards

Comercial



Search Engine Optimization

Search Engine Optimization is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers. Optimizing a website may involve editing its content, adding content, doing HTML, and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. SEO may target different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines. SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services. The former instead is more focused on national or international searches.

Partner Ships

*We are looking to partner with a food deliver service such as Grubhub,
Urber Eats, and DoorDash.*



DOT SWEETS
SIMPLE FOOD. SIMPLE LIFE