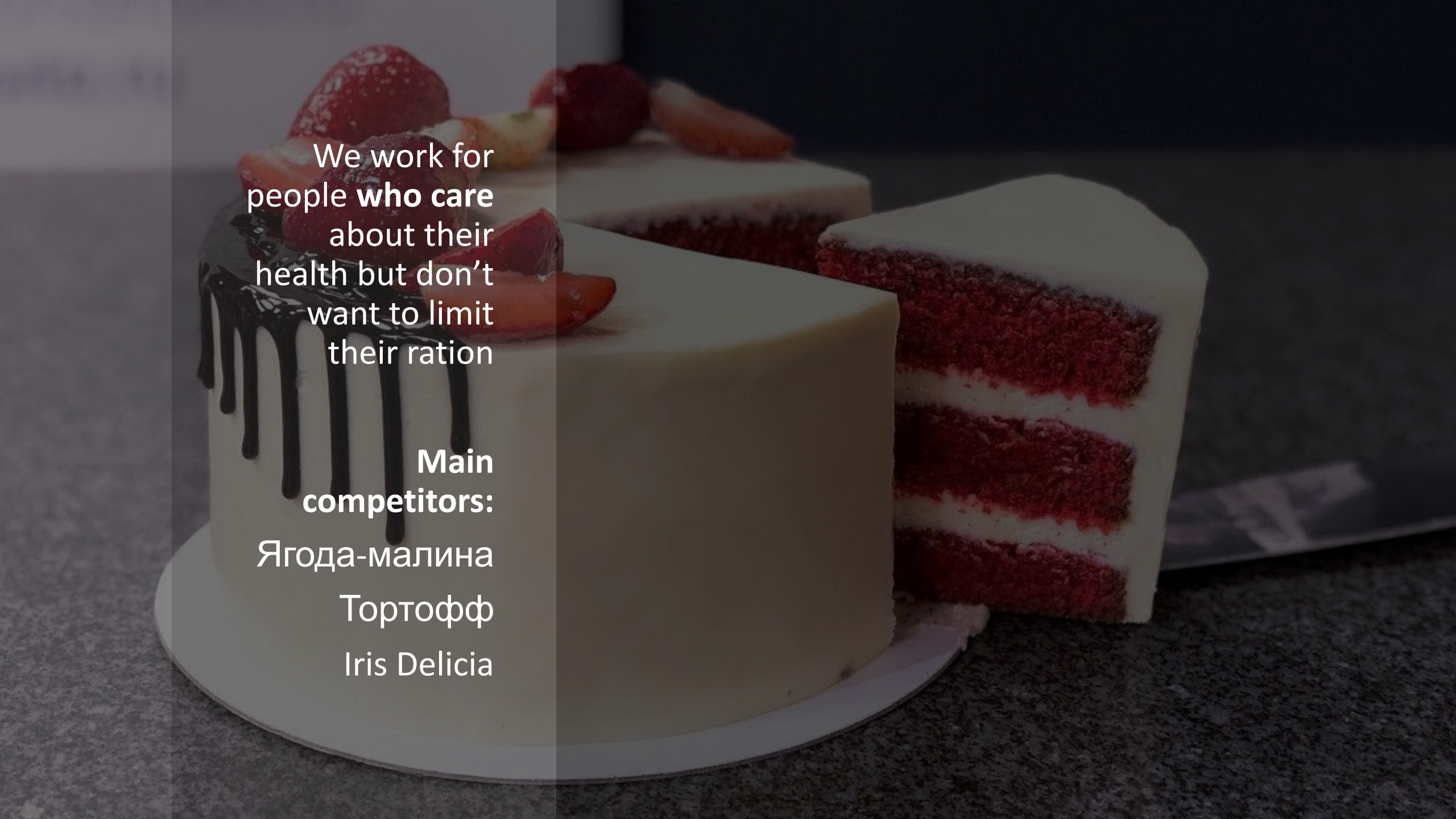


Delicious





We work for
people **who care**
about their
health but don't
want to limit
their ration

**Main
competitors:**

Ягода-малина

Тортофф

Iris Delicia



Competitive advantages

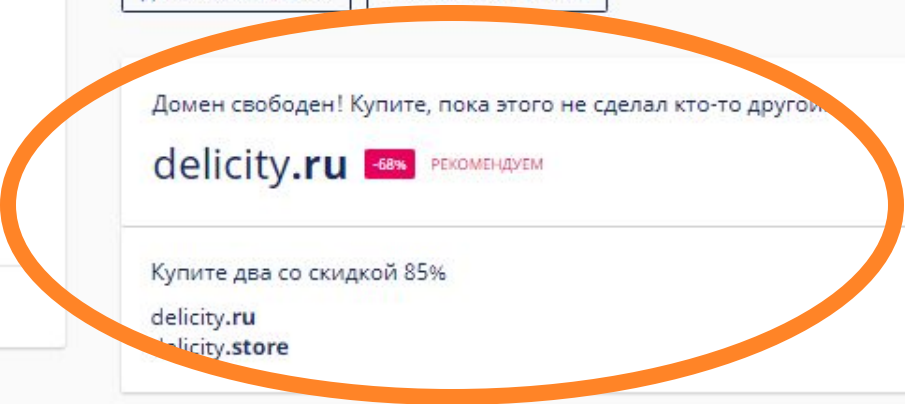
We use only healthy and fresh products, quick cooking and maximum satisfying of our consumers.

Более 700 зон для выбора имени сайта.

- Рекомендуем
- Российские и кириллические домены
- Домены .online **-66%**
- Кино, музыка, ТВ
- СМИ, информация, каталоги
- Финансы
- Магазины, услуги
- Мода и стиль
- Показать еще

✕ Проверить

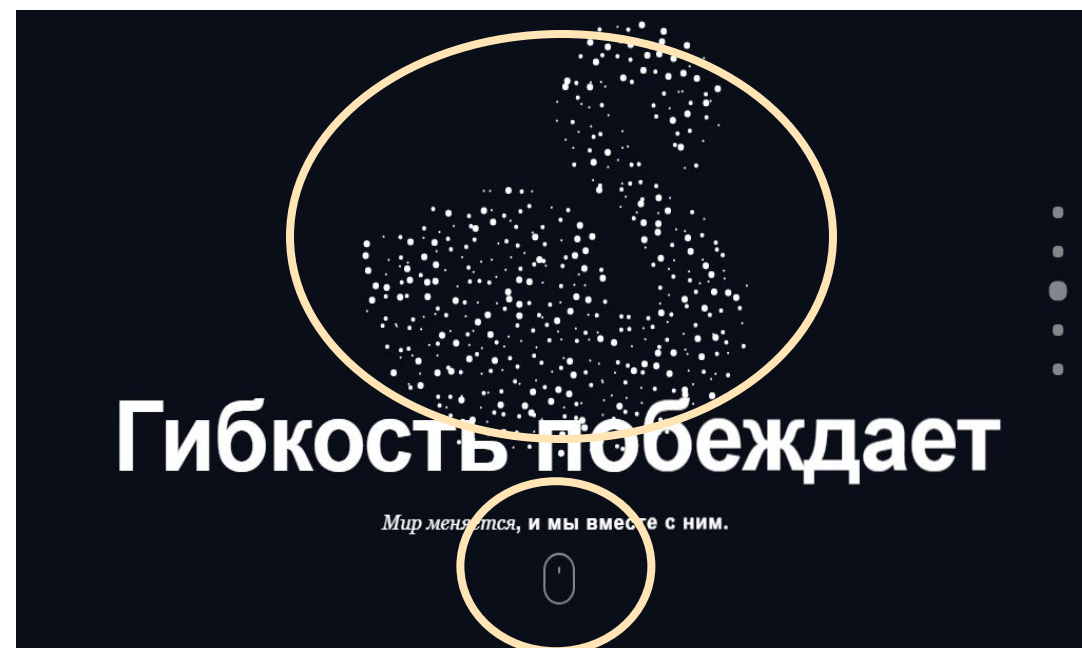
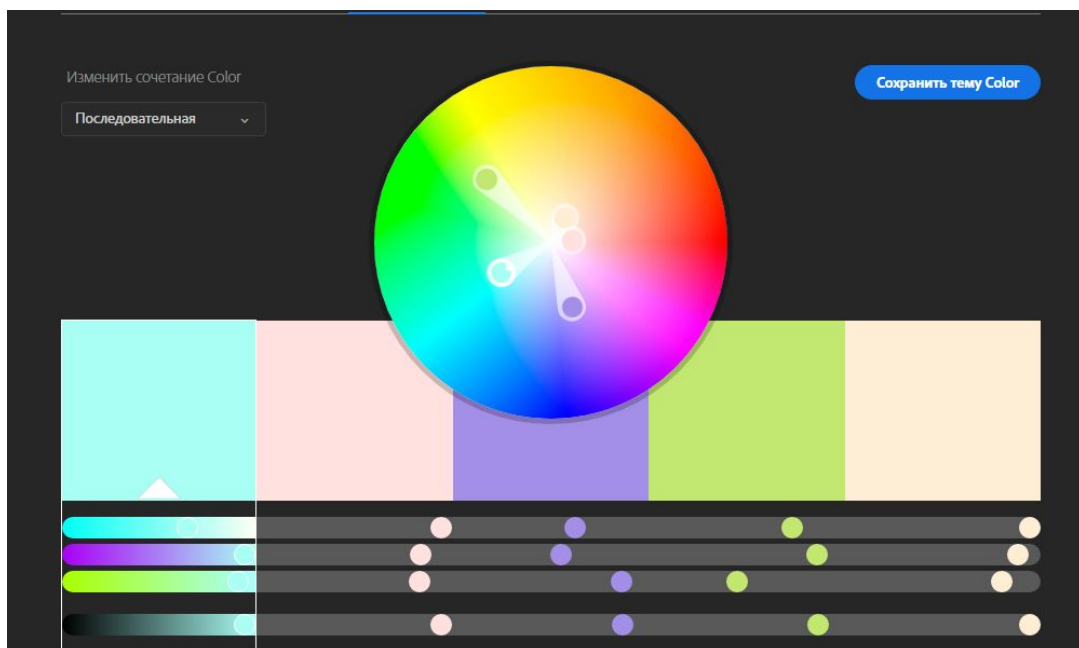
Доменные зоны Показывать занятые



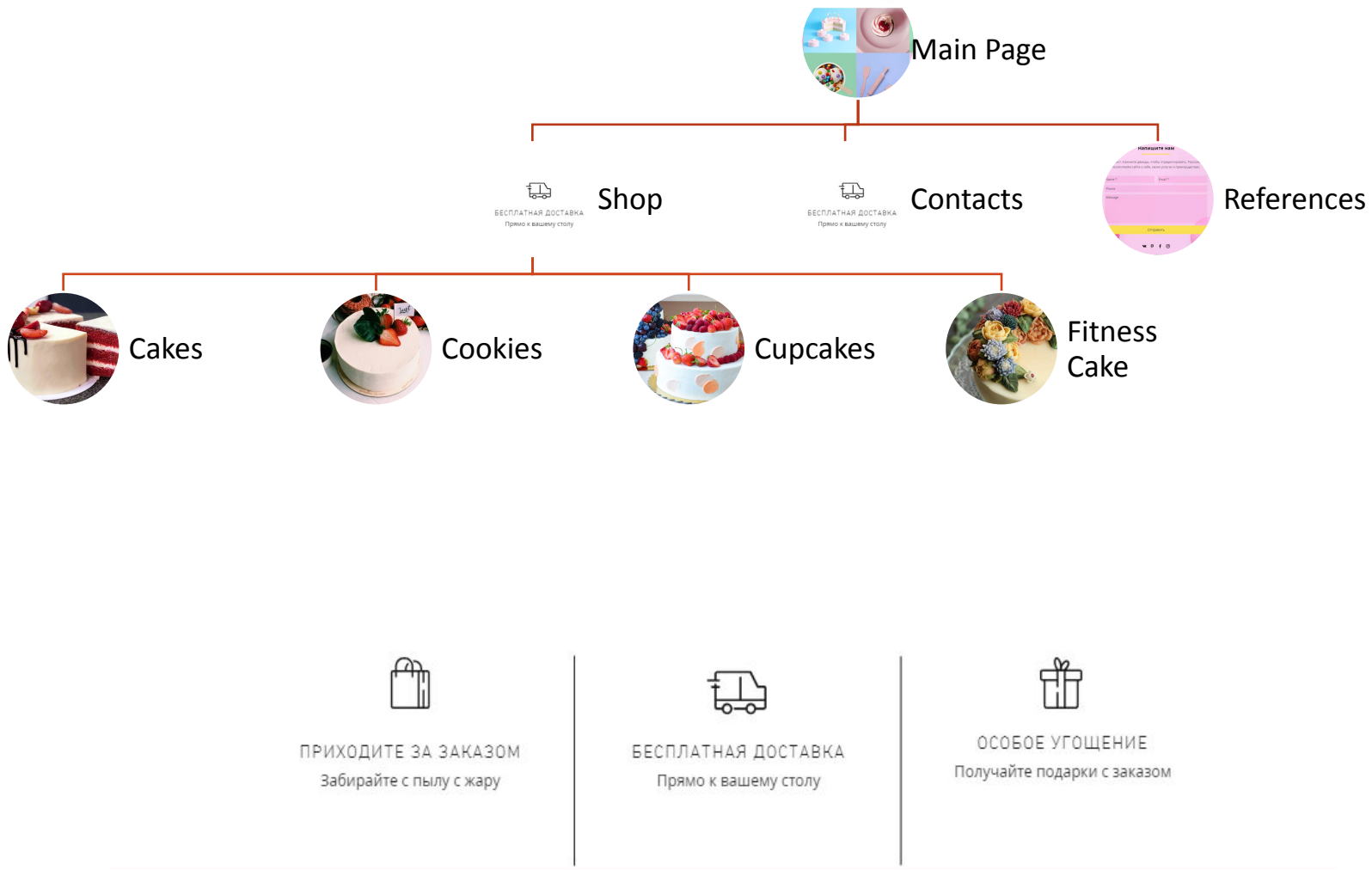
| | | |
|---|----------------------------------|------------------------|
| Домен свободен! Купите, пока этого не сделал кто-то другой. | | |
| delicity.ru -68% РЕКОМЕНДУЕМ | 590 руб. 189 руб. | В корзину |
| Купите два со скидкой 85% | | |
| delicity.ru delicity.store | 1380 руб. 199 руб. | В корзину |
| delicity.online -66% | 590 руб. 199 руб. | В корзину |
| delicity.com МАГАЗИН ДОМЕНОВ | 473 030 руб. | В корзину |
| delicity.store -75% SSL В ПОДАРОК | 790 руб. 199 руб. | В корзину |



Color scheme



Site navigation



Mistakes in usability of main competitors



INTERFACE OF BOTH
WEB-SITES IS NOT VERY
SIMPLE



TOO MANY PICTURES



POOR COLORS AND THEIR
COMBINATIONS



LONG SCROLLING

Concept of promotion in social networks

- We have a group in Vkontakte
- Further we can develop our Instagram page

The image shows a screenshot of a Facebook group page for 'Delicity'. The page header includes the group name 'Delicity' and the description 'Best healthy cakes 🍰'. Below this is a section for 'Информация' (Information) with a menu icon, the text 'We cook absolutely healthy extra-ordinary delishes, that will help you celebrate all your important events.', and a phone icon with the number '+7 (977) 778-47-66'. The main content area features a grid of photos under the heading 'Фотографии 5' (Photos 5) and 'альбомы' (Albums). The photos show various cakes, including a stack of pancakes, a round cake with blueberries, a woman holding a pink cake, and a multi-tiered cake with fruit. Below the photos is a section for 'Обсуждения 2' (Discussions 2) with sub-sections for 'Q&A' (1 message, last from Delicity 5 days ago at 13:20) and 'Terms of order and delivery' (1 message, last from Delicity 5 days ago at 13:19). At the bottom of the main content area is a post prompt 'Что у Вас нового?' (What's new?) with icons for photo, video, music, text, and a colorful 'A' icon. The right sidebar contains a menu with options: 'Написать сообщение' (Write message), 'Сообщения' (Messages), 'Статистика' (Statistics), 'Комментарии' (Comments), 'Участники' (Members), 'События' (Events), 'Включить уведомления' (Turn on notifications), 'Рассказать друзьям' (Tell friends), and 'Ещё' (More).

Concept of promotion through search advertising

Keywords

- диетические торты заказать
- диетические торты
- фитнес торт
- фитнес торт купить
- торт купить
- торт заказать
- красивый торт купить
- ягодный торт заказать
- низкокалорийный торт
- низкокалорийный торт купить
- торт маме на праздник
- торт ребенку на праздник заказать
- торт на день рождения
- торт на день рождения ЗАКАЗАТЬ

Budget for promotion

| | | | | | | | | | | | | |
|-------------------------------------|-------------------------------------|--------------------------------------|------------------|----------------|--------|-------|----------------------------------|---------------|------------|-----------------------------|---|--------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | торт ребенку на праздник заказать | изменить | 100 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | уточнить | 85 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | подобрать | 0 62 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | | 9 | 0.30 | 0 | <input checked="" type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | | 5 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | фитнесс торт -купить | изменить | 100 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | уточнить | 85 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | подобрать | 0 62 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | | 9 | 0.30 | 0 | <input checked="" type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | | 5 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | фитнесс торт купить | изменить | 100 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | уточнить | 85 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | подобрать | 0 62 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | | 9 | 0.30 | 0 | <input checked="" type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| | | | | 5 | 0.30 | 0 | <input type="radio"/> | 0 | 0 | 0 | 0 | 0 |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>ягодный торт заказать</u> | <u>изменить</u> | 100 | 213.50 | 21.70 | <input type="radio"/> | 19.23 | 26 | 5 | | 108.50 |
| | | | <u>уточнить</u> | 85 | 94.20 | 18.70 | <input type="radio"/> | 16.00 | 25 | 4 | | 74.80 |
| | | | <u>подобрать</u> | 42 62 | 60.20 | 19.10 | <input type="radio"/> | 12.50 | 24 | 3 | | 57.30 |
| | | | | 9 | 77.30 | 2.70 | <input checked="" type="radio"/> | 14.29 | 14 | 2 | | 5.40 |
| | | | | 5 | 77.30 | 2.70 | <input type="radio"/> | 14.29 | 14 | 2 | | 5.40 |
| Итого на 30 дней: | | | | 174 979 | | | | 84 412 | 831 | (без НДС): 10 309.10 | | |

The total budget forecast $3 * 10\ 309.1 = 30\ 927$
 Profit forecast = 33073

**GET A 25% DISCOUNT
PROMO-CODE!**

**Fill in the form
to get
promo-code
right now**

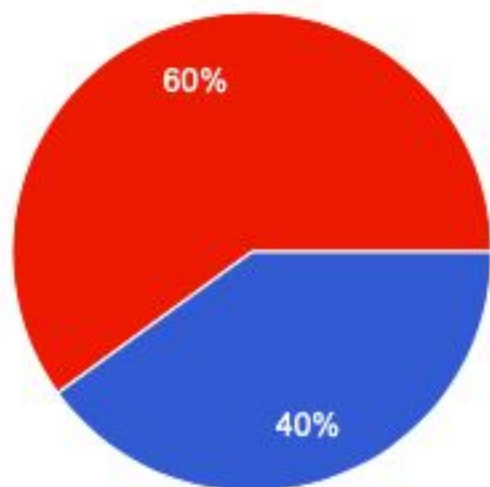
E-mail*

Your name*

GET!

Your gender

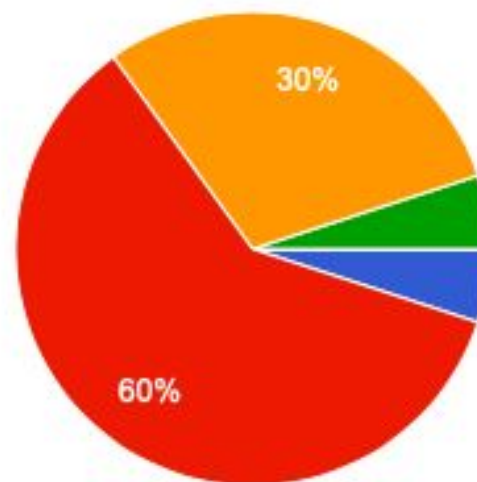
20 ответов



● man
● woman

Your age

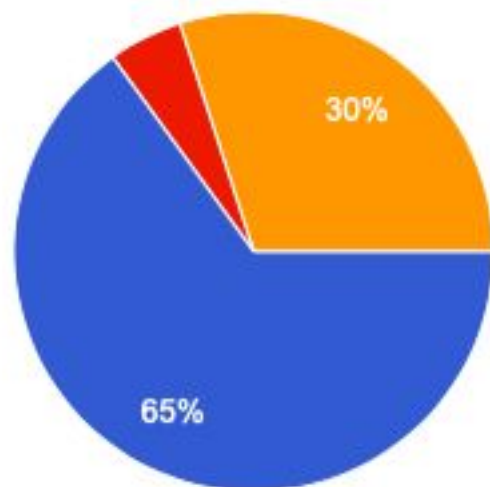
20 ответов



● < 17
● 18-24
● 25-35
● 36-45
● > 46

Do you care about your healthy lifestyle and nutrition?

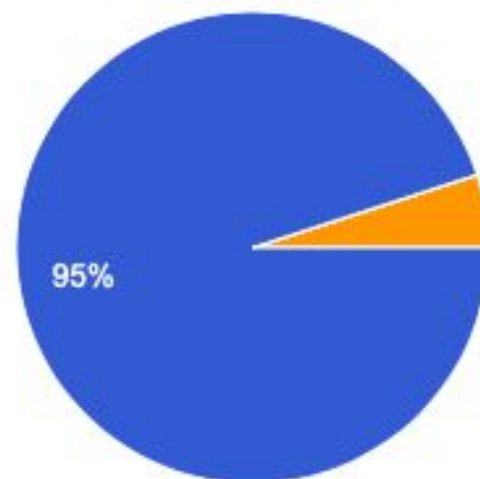
20 ответов



- Yes
- No
- Sometimes

How did you know about us?

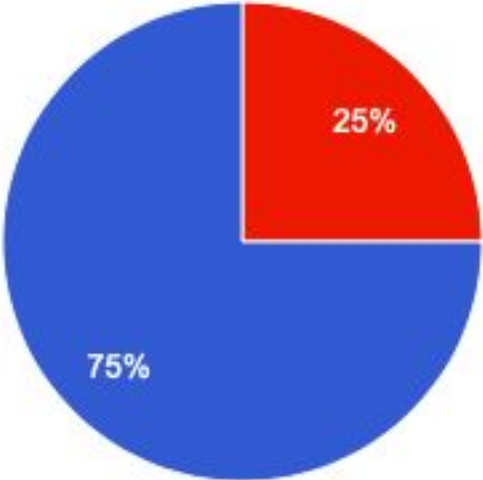
20 ответов



- Vkontakte
- Yandex
- Instagram

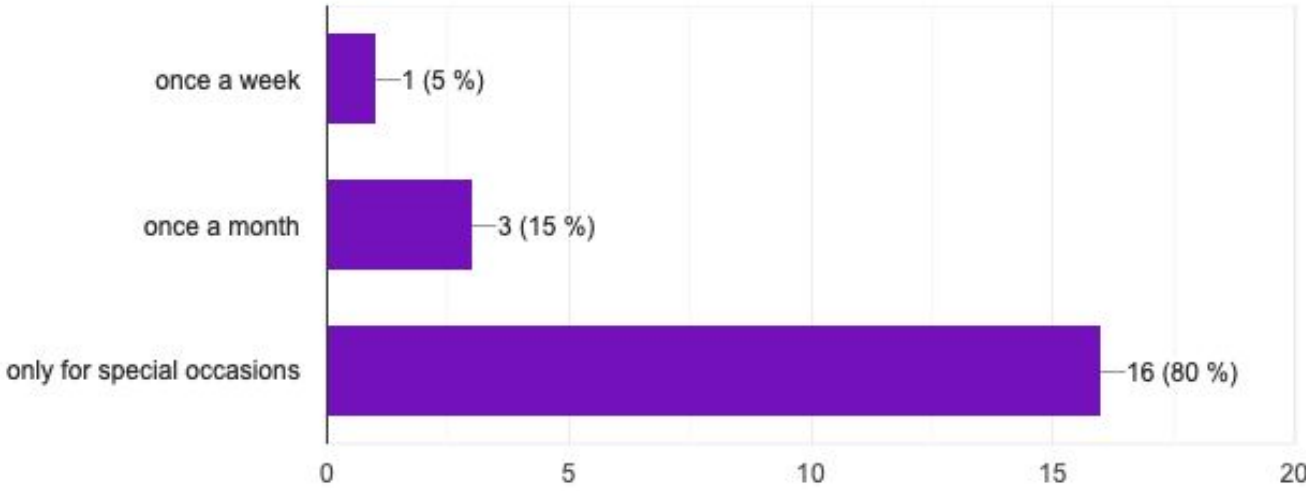
Do you like cakes?

20 ответов

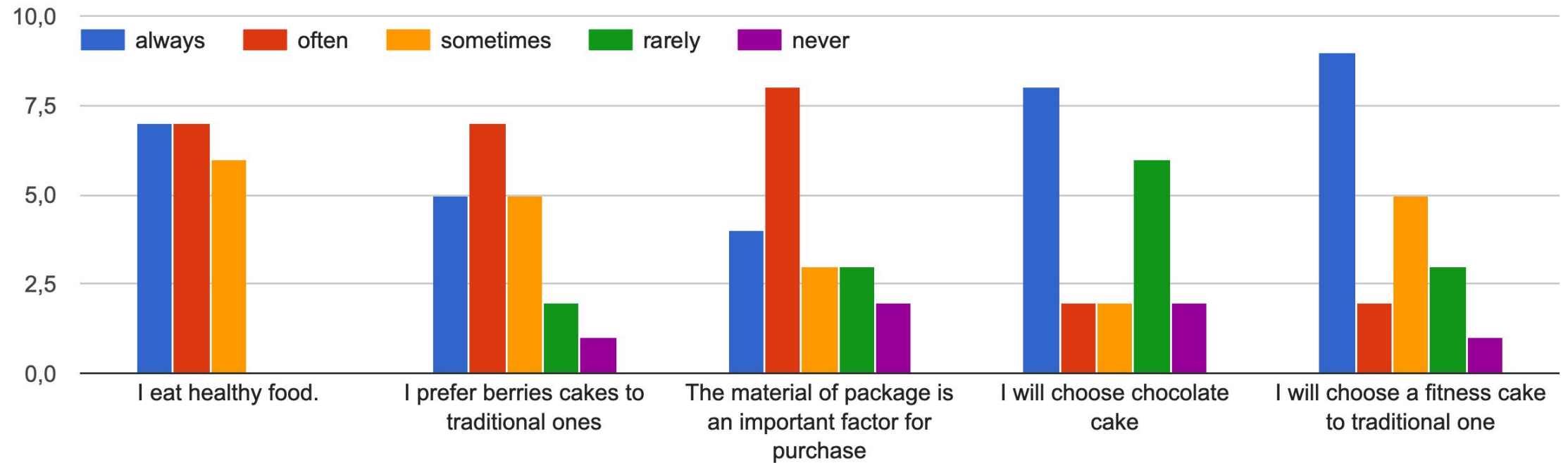


How often do you buy handmade cakes?

20 ответов



How often these proposals correspond to your behavior



Conclusion



Our idea is great solution for people who care about their health



It also can stimulate people to start healthy lifestyle



Heathy cakes is the only opportunity for sweetooths who are allergic for some products