

# Survey of Major Yellow Pages Advertisers \*

## Bakers - Retail

### Comparative Ad Analysis for \_\_\_\_\_

<b>Products Offered - Types, Uses &amp; Important Services:</b>	Retail/Wholesale/Mail Order Online Corporate Accounts Ethnic Specialty - Jewish, German, Italian, Polish, Asian, etc. All Occasions/Religious Cakes Regional Specialties - New Orleans, Southern, New York, Scandinavian, etc. Commercial Customers - Hotels, Restaurants, Clubs, Churches, Markets, etc. Cakes/Pies/Muffins Rolls/Croissants/Brioches Bagels/Danish/Doughnuts Breads - Types Listed Wedding & Party Cakes Custom Decorated Cakes Catering Services Espresso Bar/Cappuccino Creative Desserts Sourdough Rolls	Cream/European/French Pastries Occasions Specified - Wedding, Birthday, Bar Mitzvah, Office Party, Meeting, Baby, Anniversaries, Showers, etc. Apple & Other Fruit Pastries Coffee Cakes/Scones/Appetizers Novelty Cakes/Castle Cakes Brownies/Chocolate Pizza Dough/Specialty Breads Cookies/Tortes/Chocolates Adult Cakes/Marzipan Fruit/Nut Tarts/Strips Petit Fours/Panettone Babkas/Cheesecakes Hors D'oeuvres/Quiches (Lunch) Quinceaneras Whipped Cream Party Cakes Macrobiotic Goods 6-Foot French Loaves Custom Specialty Breads	Business Catering – Lunches/Breakfasts Catering Planning Services Custom Shapes & Designs Continental Cakes - Gateau Opera, St. Honore, Sacher, Torte, Panettone, Black Forest Cake, Napoleons, Italian Rum Cakes, etc. Breakfasts/Breakfast Goods Traditional Holiday Desserts Organic/Herbal Items / Ravioli/Manicotti Cartoon Cakes/Exotic Layers (Computerized) Picture Cakes / 3-D Cakes Frozen Yogurt Cakes Fruit Baskets/Candies Gourmet Groceries/Gourmet Coffee Soups/Salads/Sandwiches/Pizza Low-Fat/Non-Fat/Sugar-Free/Diet Items Cannoli/Millefoglie/Zabaglione/Focaccia Dairy-Free/Wheat-Free Items Children's Character Cakes
<b>Confidence Factors:</b>	Years in Business "All Natural Ingredients" Family Owned & Operated Brick Ovens/"Oven Fresh" No Preservatives or Additives Certified Kosher Employee-Owned	Fresh-Baked Daily/"Hand-Made" "Baked From Scratch" No. of Styles of (Wedding) Cakes All Goods Baked on Premises Franchise Name - Ben & Jerry's, TCBY, etc. Press Notices/Testimonials	Awards Won/Award-Winning Cakes Specialty - Bagels, Custom Cakes, etc. <b>ILLUSTRATIONS/PHOTOS IN ADS</b> "Serving Fine Area Restaurants" Celebrity Endorsement Accept Food Stamps Name of Pastry Chef
<b>Convenience Factors:</b>	Days/Hours Open Location Data/Maps Credit Cards Free Delivery (Local) Website/E-Mail Address	Ship Anywhere/Next Day Service Multiple Locations Listed Special Orders Wedding Cake Showroom <b>Inducement to Visit Website</b>	24/7 Service / Same Day Service Area(s) Served / <b>Online Orders</b> Toll Free/Fax Number "Birthday Cakes While You Wait" Fax Orders
<b>Special Services or Extras:</b>	Salt-Free Ingredients <b>Special Online Offers</b> Ship Anywhere in US Senior/Large Order Discounts Coffee, etc. on Premises Deli Take-Out Service	Custom Baking/Custom Shapes Flowers/Gift & Novelty Items Birthday Specials "Bring In Your Idea or Sketch" Hearth Baked Party Favors Included	Wedding Consultant/Fund Raisers Foreign Language(s) Spoken Balloon Bouquets / Wines "Our Icing Made With Real Butter" "Specialty Cakes 6 Inches to 660 Feet" Party Trays/Balloons/Party Supplies
<b>Typical Related Headings:</b>	Bakers - Wholesale Caterers	Party Supplies Wedding Supplies & Services	Balloons – Novelty