

CASE STUDY: Ixion NEA Client

Frostings Cupcakes

BACKGROUND

Having been unemployed for three years and having identified an opening in the luxury cupcake market in Chelmsford, Clair Raven set up Frostings Cupcakes to sell freshly baked cupcakes and custom made wedding and celebration cakes as an affordable luxury.

THE JOURNEY

The journey began with a love of all things American and research into the growth of cupcakes in America. The sector there was booming but remained comparatively small in the UK. Clair started with a small market stall in Braintree and then as her reputation grew she knew it was time to move to a place where the footfall was higher and the clientele were more varied, leading to a pitch in Chelmsford High Street. One of her proudest achievements is the repeat business of one family who placed an order with her for a baby shower.

Since then we have provided cakes for the christening, the first birthday, a sister's 21st birthday and are shortly to cater for the child's 2nd birthday.

“Repeat business makes me feel very proud of our product. I've enjoyed everything about the journey - even the tough times - and I am still going and have a plethora of regular customers every week.”

WHAT THE FUTURE HOLDS

Clair's ultimate plan is to have a shop but is waiting for the financial climate to ease before taking on the larger overheads of running an outlet. Instead, the business is branching out into other areas with its market stall. Farmers' Markets are very popular at the moment with people warming to the local, artisan produce these markets offer. Frostings Cupcakes is venturing from Essex into Farmers' Markets in Cambridgeshire.

