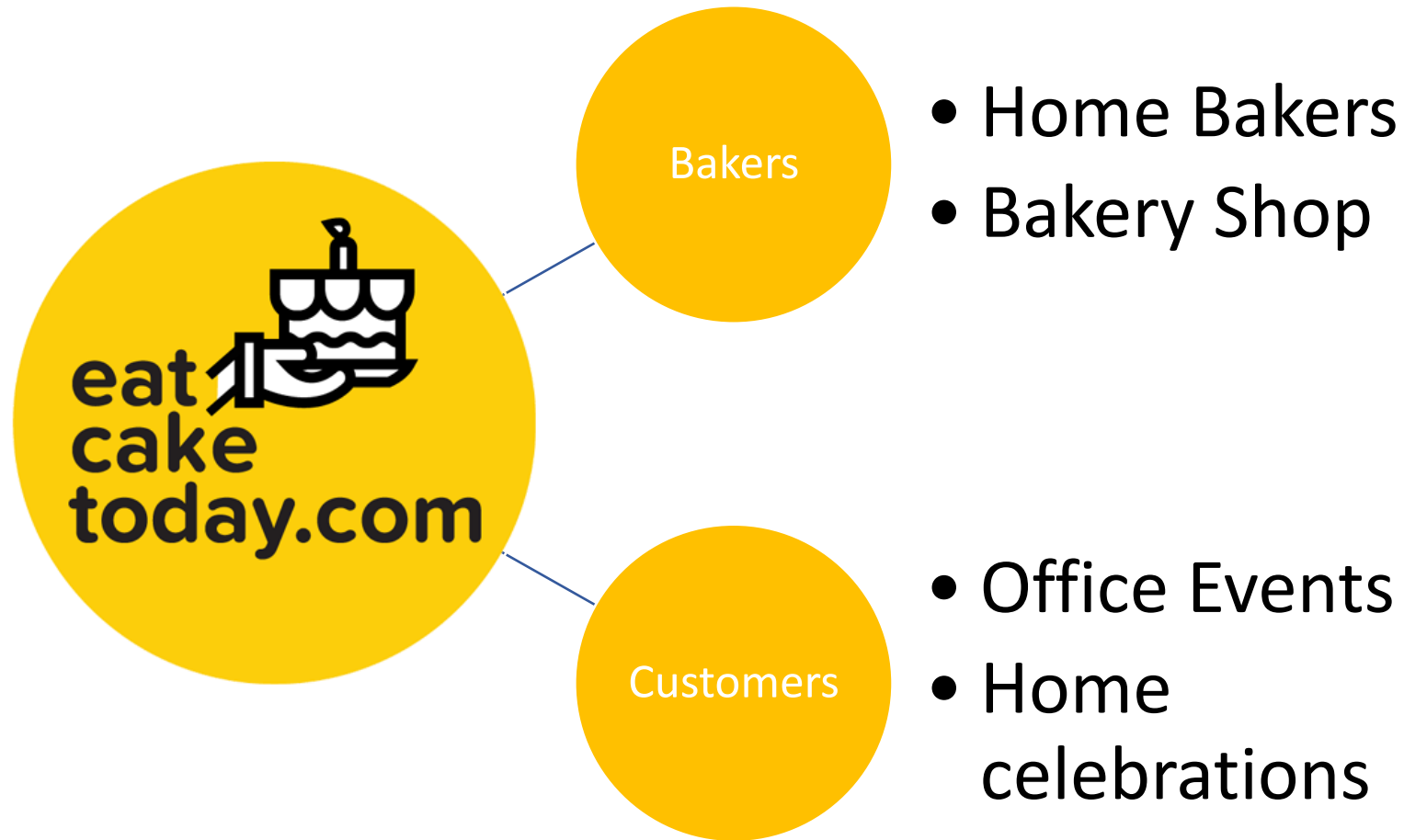




# The First Cakes Order and Delivery Platform

Updated : 18-April-2021

# First Cakes Order and Delivery Platform




# I) Type of cakes

Cake Type



- All Cakes
- Brownies
- Bundts
- Cheesecakes
- Cupcakes
- Designer Cakes
- Dessert Tables
- Eggless Cakes
- Healthy Cakes

Flavours




- Cheese
- Chocolate
- Salted Caramel
- Almonds
- Banana
- Butter
- Carrot
- Cendol
- Coffee


 **Cake Delivery From Malaysia's Best Bakers**  
Order Cakes For Birthdays & Your Next Get Together

Sign in or Create an Account





Search  

Location ▾ Shop By ▾ Delivery Time ▾ Occasions ▾ Add On ▾ Customized Cake Workshop Contact Us ▾ Career

Find us in your city  KL/Selangor  Penang  Johor Bahru



o . . . . .

-  Fresh Cakes Guaranteed
-  Same Day Delivery (Mon-Sun)
-  800+ Delicious Cakes Baked By Malaysia's Top Bakers
-  Halal, Vegetarian, Vegan and Gluten Free Cakes Available

Featured Categories

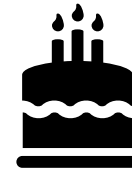
## 2) When do you need ?

- 4-hours
- 1-day
- 2-days
- 3-days
- Saturday
- Sunday
- Self-Collect
- The Starling Mall
- Bandar Sunway

Delivery to Klang Valley, Penang and JB,  
Nationwide based on special arrangement



# Popular CAKES



Chocolate Cake



Pandan Gula Melaka



Burnt Cheesecake



Salted Caramel



Unicorn



Jelly Cakes



# Festive / cakes customization



# Anxious and Exciting 2020 for us



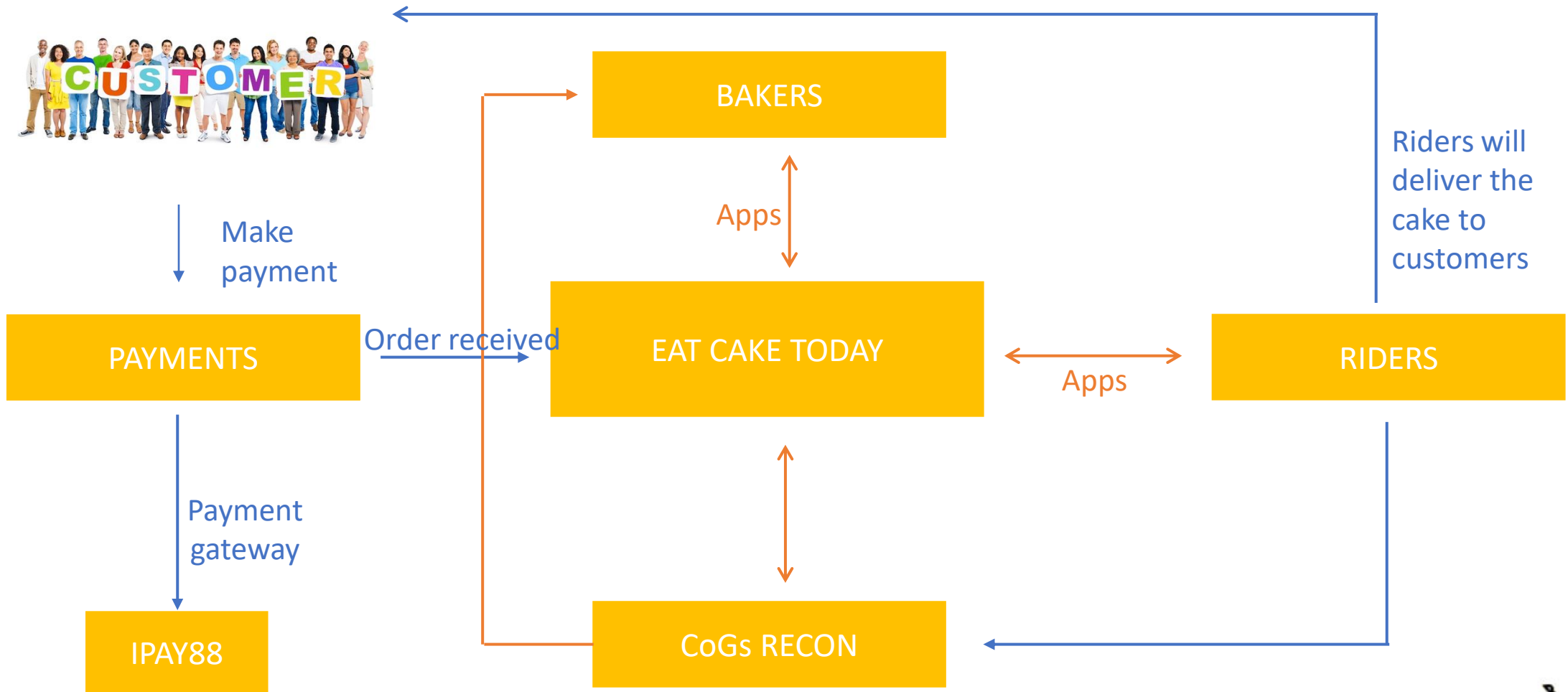
**Vs**





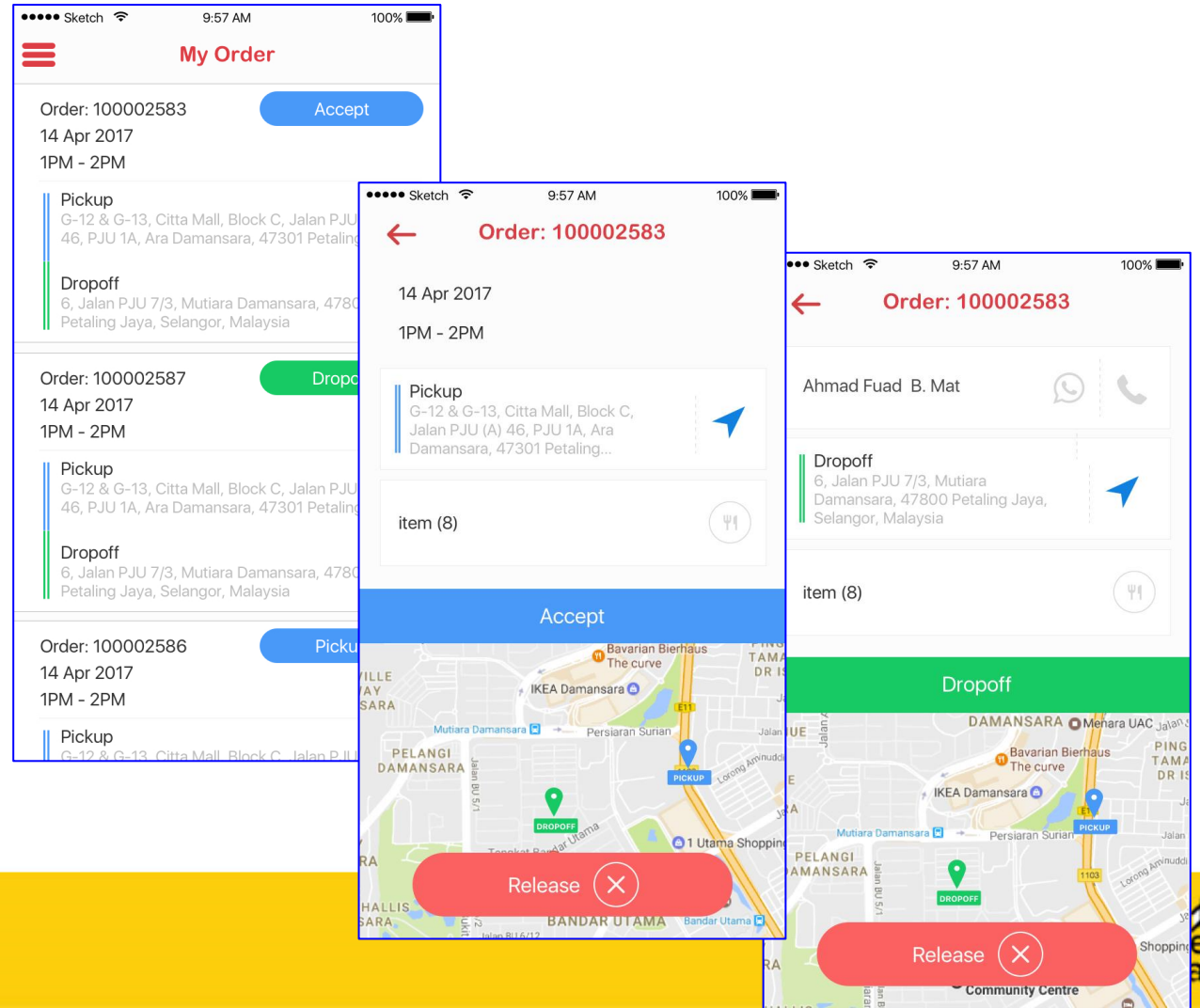
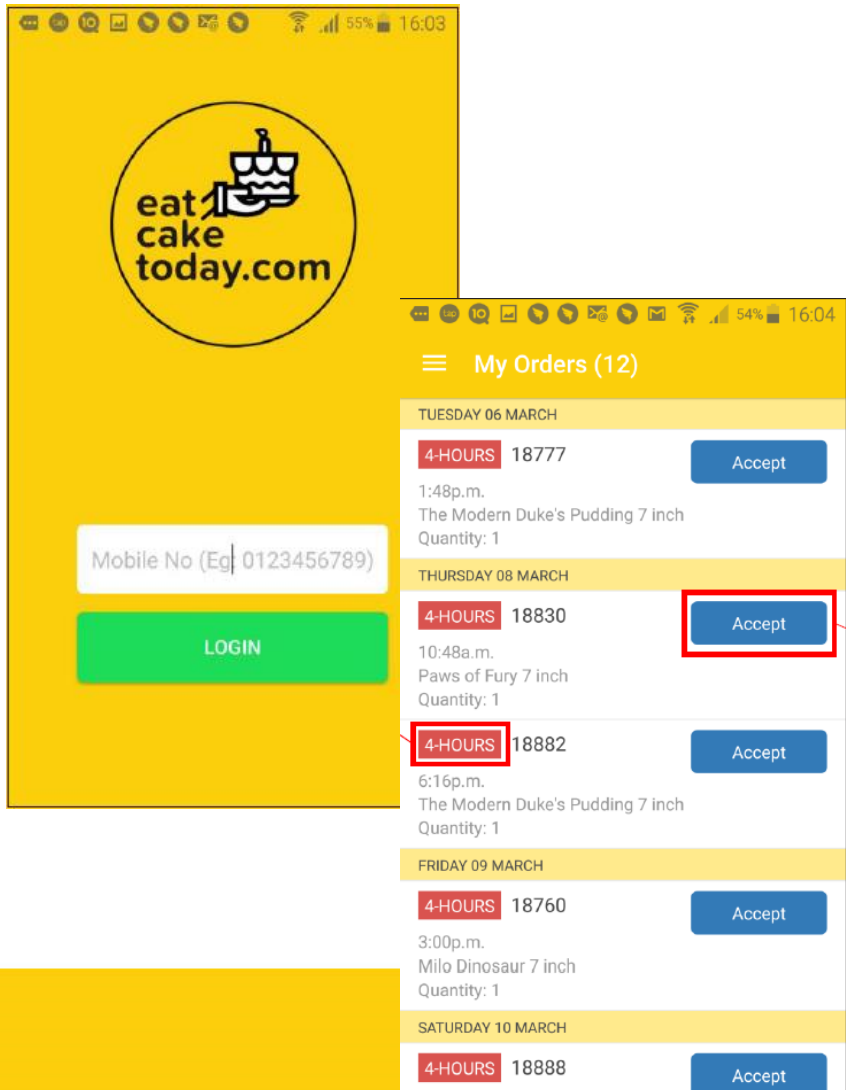
- Team A , B , C
- Reacting to changes in regulatory
- Partners Availability
- System bottleneck

# System for scalability





# Bakers Apps & Rider Apps





- Rising Competitions
- Increase in marketing cost
- Partner becomes competitors
- Changes in customer behaviour

# Online to Offline – Totally New Experience





# Always Be Celebrating





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