**The new way to attract customers to small cake businesses: with reference to Amour Cakes**

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Currently, Sri Lanka is facing a huge economic crisis and it badly affected the people living standards. The prices of all goods are increasing, fuel issues, current issues, tax rates, and insufficient salaries are making people’s life more difficult. In this current situation, cake become super or luxury food to people because cake prices are increasing because of the high prices of ingredients and people cannot afford it because of the high price of cakes. Before this crisis happen, the cake was a normal food and people used it for any occasion. There have many types of cakes as normal chocolate cake, vanilla cake, birthday cake, anniversary cake, engagement cake, and more on bakers’ lists with low prices.

The result of this crisis is customers are moving away from purchasing cakes. Therefore, the owner of Amour cakes bakes by Sandali, Ms. Sandali Karunaratne came up with a new cake idea called Bento Cake. This type of cake already exists in the world but it is new to Sri Lanka. These bento cakes are pretty, minimalist, two-by-four-inch, weighing about 250-350 grams. Bento cakes are more attractive and can be used as a birthday cake, a surprise cake, and for many purposes. And also, the prices of these cakes are affordable. Using this Bento cake, people can celebrate their special days in this crisis situation also.

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