

**NEW YORK INSTITUTE  
OF TECHNOLOGY**

School of Management

Riyaz Akhtar Experiential  
Education Program

# High School Students Business Competition 2022

*Where Careers Begin*

Case on

**Sprinkle Me Desserts**

**Harborfields High School**

Greenlawn, NY

**Sprinkle Me**

[NYIT.EDU/MANAGEMENT/EXPERIENTIAL\\_EDUCATION](https://nyit.edu/management/experiential_education)



## Introduction

Candy and confectionery products and children are inseparable, and we all believe that sales growth of these products predominantly depends on younger generation. However, according to IRI, located in Chicago, Generation X and boomers are the reasons for the sales of 70% of candy related products. Importantly, millennials have also increased their buying power by 30% in the last 7 years.<sup>1</sup> **Sprinkle Me Desserts** started their business on December 2020 when COVID-19 pandemic was showing its high impact, most of us were working from home, and children were learning from home. There are currently two employees are working a. **Sprinkle Me Desserts** gives a way of offering smiles and desserts to customers in a new way. It started with just a few varieties of desserts such as Hot Chocolate Bombs and Cup-A-Cakes. Thereafter, customers' requests have gone up for more varieties, and followingly, **Sprinkle Me Desserts** started to make cake pops, fruit baskets, an entire line of chocolate smothered products such as Pretzels, Rice krispie treats, Oreos, Chips Ahoy, and Apples. The most popular item of **Sprinkle Me Desserts** is chocolate smothered strawberries.

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<sup>1</sup> [cspdailynews.com/snacks-candy/millennials-gen-z-consumers-want-dynamic-candy-flavors-iri-says](https://cspdailynews.com/snacks-candy/millennials-gen-z-consumers-want-dynamic-candy-flavors-iri-says)

The below pictures show some of the select products produced by this company:



**Cake Pops**



**Smothered Apple**



**Hot Chocolate Bomb**



**Cup-A-Cake in a Jar**

The goal of **Sprinkle Me Desserts** is to make our day as fun as possible. It works with local suppliers to procure fresh and authentic ingredients for candy and chocolates and uses backward-looking techniques to make sure producing high quality products. The local and global confectionary market situations are really conducive for candy manufacturing companies to improve their sales growth (see below pictures). **Sprinkle Me Desserts** is an e-commerce company, which means buying and selling of candies and confectioneries are taking place through internet and money and data are also transferred through internet. E-commerce is a perfect platform for companies to increase the visibility of their products and customers can purchase these products almost from any location if they have internet connection.



Global Chocolate Confectionery Market<sup>2</sup>



US Confectionery Market<sup>3</sup>

## How does Sprinkle Me Desserts attract customers?

**Sprinkle Me Desserts** leverages social media capabilities to attract customers from Nassau and Suffolk counties. In specific, it uses Instagram, Facebook, and its website (sprinklemedesserts.com) to advertise its products and send promotion related materials. Social media is an internet-based platform that provides ease of communication between buyers and sellers, who also share information very quickly. Blogs, wikis, video-sharing sites such as YouTube and TikTok, and photo-sharing websites are all part of social media.

In addition to social media, **Sprinkle Me Desserts** use word of mouth marketing technique to advertise their products to customers. Word of mouth marketing, a marketing technique, occurs on the occasion when customers' interest on a particular company's products and services is reflected on their formal or informal conversations with their friends and family members. According to Forbes, 92% of consumers strongly believe the recommendations related to buying products and services given by their family members and friends in comparison to all other marketing techniques. Further, 64% of executives in marketing strongly believe that word of mouth is very effective, and ironically, only 6% of these executives have developed expertise in this technique<sup>4</sup>.

## What students should do?

Currently, **Sprinkle Me Desserts** serves the long island community, and it looks to increase market share in Long Island. Though it leverages social media capabilities (such as Instagram and Facebook) to advertise their products and retain customers, it predominantly depends on word of mouth recommendations. Therefore, students should investigate new marketing techniques that suit with **Sprinkle Me Desserts** to expand its customer base in Nassau and Suffolk Counties and even beyond. It also has a plan of starting a facility in Suffolk county.

<sup>2</sup> [oleantimesherald.com/news/state/usd-30-28-million-growth-in-chocolate-confectionery-market-by-product-chocolate-bars-boxed-assortments/article\\_a412e4f1-3031-51a6-bbf6-5424be9cdaff.html](https://oleantimesherald.com/news/state/usd-30-28-million-growth-in-chocolate-confectionery-market-by-product-chocolate-bars-boxed-assortments/article_a412e4f1-3031-51a6-bbf6-5424be9cdaff.html)

<sup>3</sup> [businesswire.com/news/home/20201229005386/en/Global-Confectionery-Market-In-The-US-COVID-19-Market-Impact-Analysis-Report-2020-2024-Technavio](https://businesswire.com/news/home/20201229005386/en/Global-Confectionery-Market-In-The-US-COVID-19-Market-Impact-Analysis-Report-2020-2024-Technavio)

<sup>4</sup> [forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/?sh=1d888d5654a8](https://forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/?sh=1d888d5654a8)

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