DOMINIQUE ANSEL
BAKERY
GARDEN IS OPEN
187
DOMINIQUE ANSEL
BAKERY

November Cronut®

Toffee Coffee Cronut made with an espresso cream and #toffee ganache, topped with salted toffee crunch

Dominique Ansel Bakery
Tom
dominiqueansel.com
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DOMINIQUE ANSEL
BAKERY
189 Spring St., NY, NY 10012 | (212) 219 2773
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Home · The Chef · The Menu · Cronut® 101 · Online Boutique · News · Contact
~Mini-Me ("miniature meringues")
Online Boutique
Currently for pick-up only
The Menu
Kouign Amann
(pronounced KOO-WEEN AH-MAHN)
The Chef
DOMINIQUE ANSEL
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DANIEL
Dominique Ansel

Every time you hack core God kills a kitten

Please, think of the kittens!

Cronuts® Rules

- Online Store opens once per week - Mondays at 11:00AM
- Orders are for pickup the full week - 2 weeks hence
- Maximum of 6 Cronuts per email per week
- Repeat Weekly

Implementation Criteria

- Minimize Time on Site
- Use a familiar WordPress E-Commerce plugin (WP-E-Commerce)
- Use Paypal
- Minimize Hosting Cost

Design Decisions

- Use Cron jobs to automate the site
- Just two pages - Product Page & Checkout
- Same/Similar theme as DominiqueAnsel.com

Building the Site

- One Product
- One Variation - Date
  - New Variation Term for each Pickup Date
  - Set Inventory for each Variation
- Bakery can change the pre-set inventory for an entire week by modifying a setting
- Bakery can remove dates from the future if bakery is closed or inventory is otherwise committed.

OPEN LATE
TILL
1 A.M.

System Failure

Persistence

OPEN

Building Your E-Commerce Site

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- **Getting Paid**

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- **Taxes**

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- **Fulfillment**

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- Shipping Handling Fees

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- Pricing Rules/Discounts
- Product Combinations/Bundles
- Product Presentation

I am

Tom Ransom

Every Successful WordPress project Starts With …

ne BIG idea

transom@1bigidea.com

@wp_plugin_devlr