

Cake Fusion:

Cake Fusion takes on Worldpay for simple and secure countertop payments.

Gilly Swift founded Cake Fusion back in 2009 when she got hooked on baking after making a cake for her daughter's 21st birthday. Since then what was more or less a hobby transformed into a full-time business, with a team of three.

In 2012 Gilly took on an indoor market unit to sell baking equipment and, of course, her delicious cakes. Six months after this she was forced to move to a larger unit double the size of the previous one and in January this year she opened a bricks and mortar store in a the Idlewells Shopping Centre.

Card payments drive growth

Soon after moving to the Sutton-in-Ashfield shop in January, Gilly realized that if her self-funded business didn't take card payments, it wouldn't get very much further off the ground. Once the need for cards was established, next came the decision of who to partner with.

She needed a trusted supplier offering highly secure in-store payments, but with the option to expand online in the future. Ease of use for customer and sales assistant alike was also essential, as was the ability to take payments over the phone if necessary.

The Worldpay difference

Worldpay was recommended to Gilly through her bank, NatWest. She now has a fixed card machine in the shop taking card payments in a simple, speedy and secure manner. 24/7 Worldpay support is also at the other end of the telephone in the event there are any issues or queries.

Worldpay's highly reliable countertop card machines take all major debit and credit cards and also takes Contactless cards for even speedier payment at the till. Payments are authorised and authenticated immediately and protected by the industry's anti-fraud standards for keeping customer card data secure. Gilly has also been able to use the machine to process orders made over the phone.

Worldpay's countertop machine has helped Cake Fusion not only increased sales but also encourages customers to buy extras they might not otherwise have gone for, Gilly says.

"It's incredibly convenient for both staff and customers and has allowed us to put customers' minds at rest when it comes to payment security."

"Our business has grown at an amazing rate – our business mentor told us there would come a point when we would need to take card

payments for the business to move forward and he was right. We only took it on in January and yet some days it can be 50% of our sales."

Looking to the future

As for the future, Gilly and co will continue to delight customers with the delicious fruits of their labour, she also has a local delivery service up and running. However, she is already planning to expand the business online by adding an e-commerce function to the website. When this happens, Worldpay will be there to give Cake Fusion all the support it needs to take fast, simple and secure online payments and reach an even wider audience.

"There are also potential plans to create a teaching room upstairs to run cake decorating lessons, and a cake club, but we just need the time to do this!!"

The future's certainly looking sweet for Cake Fusion.

www.cakefusion.co.uk