



CASE STUDY

Cuckoo Cakery | IT Guidance Built on Trust and Transparency

Cuckoo Cakery was looking for IT support they could trust, without pressure to buy unnecessary services or hardware. MIT Consulting took a different approach, focusing on the bakery's long-term growth and recommending solutions that truly fit the business.

CLIENT: Cuckoo Cakery



INDUSTRY: Bakery & dessert café (specialty cakes, pastries, drinks)

LOCATION: Toronto, Ontario, Canada

SERVICES: Artisan cakes, pastries, cheesecakes, coffee & specialty drinks

ABOUT CUCKOO CAKERY

Cuckoo Cakery is a creative, community-focused bakery known for bold flavors and handcrafted sweets. From custom cakes to locally inspired baked goods, they've built a loyal following by mixing quality ingredients with imaginative recipes. As their business grew and operations became more complex, the team needed dependable technology and clear IT guidance that supported both day-to-day needs and future goals.

THE CHALLENGE

Like many small businesses, Cuckoo Cakery struggled to find an IT provider they could fully trust. Too often, conversations felt sales-driven, with recommendations focused on high-margin products rather than what the business actually needed.

They wanted an IT partner who would take the time to explain available options, consider where the business was headed, and recommend solutions that made sense, without pushing everything in-house or overselling.

THE MIT CONSULTING SOLUTION

MIT Consulting approached the relationship differently. Instead of leading with products, we:

- Walked through multiple technology options in clear, practical terms
- Considered the future growth of the business before making recommendations
- Suggested a mix of solutions, including products they didn't carry themselves
- Focused on finding the best fit rather than maximizing sales

Our approach was centered on transparency, honesty, and long-term value.

THE RESULT

By working with MIT Consulting, Cuckoo Cakery gained:

- Clear, unbiased IT guidance focused on real business needs
- Technology recommendations aligned with long-term growth
- Confidence that decisions were made in the company's best interest
- A trusted advisor, not just another IT vendor

This partnership gave Cuckoo Cakery the clarity and confidence to move forward with technology decisions that truly support the business.



WHAT CUCKOO CAKERY SHARED ABOUT WORKING WITH MIT CONSULTING

"It's hard to find an IT firm that didn't just want to sell you on services and hardware that yield the highest margins. But MIT was different, they walked me through all the options, looked at the future growth of my company, then recommended solutions that were a best fit. They didn't take everything in house, they thought another product they didn't carry may be a better fit and recommended that alongside with some of their other products. You know you can trust them when they have your business's needs at their best interest. Definitely highly recommend them."

— Jeremy Choi, Cuckoo Cakery

