



Start a Cake Business:How to Succeed in a Home-based Cottage Food Operation or a Commercial Kitchen

Paula T. Spencer

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This book covers every aspect of creating a cake business at home, in a shared kitchen or in a commercial cake shop. Has anyone ever said to you, "Your baking is so delicious, or your cakes are so beautiful...you should go into business!?" Have you ever taken a cake decorating class and thought, "How could I turn this into a career?" Maybe you've been to a wedding, seen and tasted the cakes or cupcakes and thought, "I can do this!" Perhaps you just enjoy working in the kitchen and want to learn how to start a real home-business. Recent passage of cottage food laws are opening new opportunities for home-based cake businesses across the country.

We cover everything, from writing a business plan and preparing for your first kitchen inspection to creative marketing ideas and attracting new clients. Written with specific, step-by-step advice, this book aims to pave the way for new cake business owners by informing bakers of all skill levels about:

- Navigating complex regulations and laws
- Planning and preparation while in the start-up phase
- Paperwork and organizational documents needed
- Creating a business identity including your business name, logo and website
- Legal issues including **Business Permits** and **Licensing**
- Utilizing and benefit from the latest marketing strategies
- How to create repeat customers--and stable income--by continually bringing clients back for all the cake occasions of their lives
- Expenses and funding sources
- **Insurance, taxes, and accounting**
- How to start with a minimal investment
- How to **calculate your total product costs** and price your cakes for maximum profit
- Creating a professional publicity kit
- Wedding-specific cake business strategies and scripts
- Innovative places and ways to market your business
- Our exclusive **126 step start-up plan**
- Tools and supplies you'll need
- ...and much more

In addition to the contents of the book, buyers will also have access to the *members area of our website* to guides, spreadsheets, and manuals including:

- Sample Business Plan
- Recipes Contracts and Order Forms
- Farmer's Market Guide Safety
- Accident Prevention Guide
- Cake Business Pre-opening and Daily Checklists
- Cash Flow and Cost of Goods Sold Spreadsheet
- Budget, Start-up, Financial Projections,
- Profit and Loss Statement

- ... and many others

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