Pinterest and Profitability

Getting Control of the Cake Ordering Process

Beth Fahey
What do we love about Pinterest?

- Great idea generator
- Tutorials often linked to photos
- Foretells cake trends
- Spy on the competition
- Way to up-sell cakes
What don’t we love about Pinterest?

✦ Difficult to price
✦ Often a DIY project
✦ The unknown: first-time order
✦ Production log jam
✦ Unrealistic time-frame
✦ Unrealistic budget
You are in control

- Identify time wasters in your bakery
- Establish what you are willing to do - and what you are NOT willing to do
- Funnel at the inquiry stage
- Have the right tools for pricing
- Tips on using processes and technology to your advantage
Time is Money
Identify time-wasters

- Observe your staff (or yourself) with a time study
- Get an idea of how long it takes to respond to emails
- Designate a specific amount of time for consultations
- Observe how long it takes to put in an order
- Time different staff members
- What happens after the customer leaves?
“Jamie”

Ingredients Cost: $55.99
Direct Labor: $146.23
Overhead Contribution: $122.40
Total Direct Cost: $324.62

“Something Blue”

Ingredients Cost: $55.99
Direct Labor: $227.87
Overhead Contribution: $183.60
Total Direct Cost: $467.46

“Danielle”

Ingredients Cost: $76.23
Direct Labor: $494.99
Overhead Contribution: $374.00
Total Direct Cost: $945.22
# Wedding Cake Labor Time Study

<table>
<thead>
<tr>
<th>Task</th>
<th>&quot;Jaime&quot;</th>
<th>Pay Rate</th>
<th>Labor Cost</th>
<th>&quot;Something Blue&quot;</th>
<th>Pay Rate</th>
<th>Labor Cost</th>
<th>&quot;Danielle&quot;</th>
<th>Pay Rate</th>
<th>Labor Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>(time)</td>
<td>0.50</td>
<td>$15.00</td>
<td>$7.50</td>
<td>0.75</td>
<td>$15.00</td>
<td>$11.25</td>
<td>1.50</td>
<td>$23.00</td>
<td>$34.50</td>
</tr>
<tr>
<td>Initial Inquiry/Consultation</td>
<td>0.25</td>
<td>$15.00</td>
<td>$3.75</td>
<td>0.25</td>
<td>$15.00</td>
<td>$3.75</td>
<td>0.50</td>
<td>$15.00</td>
<td>$7.50</td>
</tr>
<tr>
<td>Taking Order</td>
<td>0.25</td>
<td>$15.00</td>
<td>$3.75</td>
<td>0.25</td>
<td>$15.00</td>
<td>$3.75</td>
<td>0.25</td>
<td>$15.00</td>
<td>$3.75</td>
</tr>
<tr>
<td>Computer Entry</td>
<td>0.25</td>
<td>$14.00</td>
<td>$3.50</td>
<td>0.50</td>
<td>$14.00</td>
<td>$7.00</td>
<td>1.50</td>
<td>$14.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>Subsequent Communication</td>
<td>0.25</td>
<td>$14.00</td>
<td>$3.50</td>
<td>0.50</td>
<td>$14.00</td>
<td>$7.00</td>
<td>1.50</td>
<td>$14.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>Baking</td>
<td>2.00</td>
<td>$40.00</td>
<td>$80.00</td>
<td>2.00</td>
<td>$40.00</td>
<td>$80.00</td>
<td>2.00</td>
<td>$40.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>Filling</td>
<td>0.33</td>
<td>$14.00</td>
<td>$4.62</td>
<td>0.33</td>
<td>$14.00</td>
<td>$4.62</td>
<td>0.66</td>
<td>$14.00</td>
<td>$9.24</td>
</tr>
<tr>
<td>Icing</td>
<td>1.00</td>
<td>$17.00</td>
<td>$17.00</td>
<td>1.00</td>
<td>$17.00</td>
<td>$17.00</td>
<td>1.50</td>
<td>$17.00</td>
<td>$25.50</td>
</tr>
<tr>
<td>Decorating</td>
<td>0.33</td>
<td>$17.00</td>
<td>$5.61</td>
<td>4.00</td>
<td>$20.00</td>
<td>$80.00</td>
<td>12.00</td>
<td>$23.00</td>
<td>$276.00</td>
</tr>
<tr>
<td>Checkout/Delivery</td>
<td>1.00</td>
<td>$17.00</td>
<td>$17.00</td>
<td>1.00</td>
<td>$17.00</td>
<td>$17.00</td>
<td>2.00</td>
<td>$17.00</td>
<td>$34.00</td>
</tr>
<tr>
<td>Follow Up</td>
<td>0.25</td>
<td>$14.00</td>
<td>$3.50</td>
<td>0.25</td>
<td>$14.00</td>
<td>$3.50</td>
<td>0.25</td>
<td>$14.00</td>
<td>$3.50</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6.16</td>
<td>$146.23</td>
<td>10.33</td>
<td>$227.87</td>
<td></td>
<td></td>
<td>$22.16</td>
<td>$15.00</td>
<td>$494.99</td>
</tr>
</tbody>
</table>

This is an example of a time study for three different wedding cakes. Notice that the time it takes to bake and fill the cakes are virtually the same in each case. Many factors can influence the time that it takes to perform each task, but let's assume that you have a well-trained staff and your bakery runs with a certain amount of efficiency.

In the case of "Jaime", the bride was very easy. Her consultation was very straightforward and all other aspects - baking through delivery - went as planned.

"Something Blue’s" bride took a little more time in the areas of consultation, communication and decorating, so the labor costs for this cake are a little higher. An beginning cake decorator was used in both "Jaime" and "Something Blue".

"Danielle" is an example of a high-end cake with an equally time-consuming client. The consultation, in this case, lasted over two hours with a higher-paid decorator. There was a great deal of communication with the bride following the booking, and the decorating had to be done by the most experienced decorator because the design included fondant lay-ons, painting, and sugar roses.
The Sales Funnel
The Showroom

- Set specific duration times for wedding, shaped, and standard cake consultations
- Have a script for consultants to follow
- Provide visual guides for customers
- Make pricing info easy to understand and accessible
- Make appointments whenever possible
- Should you charge for consultations?
Order Guides

- Sales Process
- Cake Structures
- Flavors and fillings
- Cupcake towers
- Dessert Bars
Round Wedding Cake Structures

Choose a structure according to the amount of servings that you'll need.

6" 8" 30 servings
6" 10" 40 servings
8" 10" 50 servings

6" 6" 60 servings
8" 8" 70 servings
10" 10" 80 servings

8" 12" 100 servings
8" 12" 110 servings
12" 12" 115 servings

8" 10" 125 servings
8" 10" 135 servings
12" 12" 145 servings

8" 10" 175 servings
8" 10" 180 servings
12" 12" 185 servings

How much should I order? The rule of thumbs is to order 80% of your maximum guest count. Extra servings can be added 2 weeks in advance of your wedding, if needed.
**Flavors & Filling Suggestions**

**White Cake:**
Goes with just about everything. The most popular mousse fillings are chocolate, strawberry, and raspberry.

**Chocolate Cake:**
Chocolate, raspberry, white chocolate, Irish cream, vanilla bean, mocha, chocolate mint. For something totally different, try the orange mousse.

**Confetti Cake:**
Our favorites are orange, raspberry, and lemon. Chocolate and hazelnut are also quite good.

**Red Velvet:**
Cream cheese is traditional, but is not always a good choice for wedding cakes because of the length of time that wedding cakes are displayed. We like white chocolate mousse the best, but vanilla bean, raspberry, and strawberry are nice, too.

**Yellow Cake:**
Strawberry and chocolate make for all-around favorites. Like the white cake, it goes with just about everything. Yellow is a little bit richer, kind of like a Twinkie. Fresh strawberries added to strawberry mousse is like a very summery strawberry shortcake-like cake.

**Banana Cake:**
Chocolate, strawberry, and hazelnut go best with our moist banana cake (made with fresh bananas). If you want to replicate the flavors of our popular “fudgy monkey” cupcakes, go with banana mousse and fudge filling.

**Carrot Cake:**
As with red velvet cake, cream cheese is traditional, but we like the way vanilla bean, white chocolate, hazelnut, or pineapple go with the warm spices and sweet raisins in the carrot cake.

**Chiffon Cake:**
Our favorites are lemon, raspberry, key lime, and orange. Chocolate and hazelnut are also quite good.
Cupcakes

Cupcake Flavors
- White
- Chocolate
- Red Velvet
- Yellow
- Banana
- Carrot
- Confetti

Topping Options
- Mocha
- Sprinkles
- Standing Sugar
- Chocolate curls
- White Chocolate curls
- Edible Glitter
- Flowers
- Monograms
- Edible Pearls

Cupcake Stands
If you'd like, we will provide a white metal stand or a disposable stand for your cupcakes that comes in either silver, gold, or white. The amount of flowers can be adjusted according to the look that you want, and the number of cupcakes that you'd like to display. Check with a consultant for stand and set-up pricing.

Mouse Fillings
- Strawberry
- Chocolate
- Vanilla Bean
- Raspberry
- Banana
- Lemon
- Orange
- Coconut
- Lime
- Molasses
- Macaroon
- Pineapple
- Ice Cream
- Key Lime
- Peanut Butter
- Chocolate Mint
- White Chocolate

Gourmet Icings (add variable charge)
- Dark chocolate ganache
- Fudge
- Chocolate buttercream
- Cream cheese
- Flavored buttercream
- Fondant
- High glossy buttercream

Our Signature Differentiation Icing is included!

Extra servings can be added 2 weeks in advance of your wedding, if needed.

Sweet Little Treats

Whether you're planning on treating your guests to a sweet table, edible favors, or centerpieces, we have plenty of dessert options to choose from, many of which can be customized to match your wedding theme. They're also a great option for your rehearsal dinner or wedding shower.

Macarons & Custom Cookies
- Macarons and Custom Cookies are great options if you'd like personal touches, such as monograms.
- Custom decorations and ribbon-edged boards are also available for an extra charge, which varies according to your choice.

Chocolate Dipped Pretzels
- Chocolate Dipped Pretzels can be customized to coordinate with your wedding colors.
- There are more custom options! Just ask if you'd like something else.

Mini Cupcakes
- Mini Cupcakes are a fun alternative, and are available in a variety of flavors and colors.

Mini Pizzas
- We have a delicious selection of Mini Pizzas to choose from. They're just the right size for an aftermeal treat!

Cherry Dipped Strawberries
- What could be more romantic than Chocolate Dipped Strawberries? These can be customized in your choice of colors.

Cookies by the Pound
- Everybody loves Cookies! We have a great selection in a variety of flavors to choose from.

Brownie Pops are great for favors, and can be decorated in your choice of colors and toppings.

Rice Krispie Pops
- Rice Krispie Pops are fun treats, and can be dipped and decorated in your choice of colors.
Your Digital Storefronts

- Pinterest, Flickr
- Wedding Wire, The Knot
- Facebook, Twitter, Instagram
- Yelp!, TripAdvisor
Creative Cakes' Flickr Page
The World

- Top customer search tools: Google and Pinterest, NOT your website
- The customer’s phone
An Avid Pinterest User
Phone inquiries

- Have pricing info next to every phone
- Set parameters for duration of calls: redirect whenever possible
- Code your photos
- Computers near phones
- Ask them to come in - if they are willing
Email Inquiry

- Price quotes through email
- One “voice” - have staff members sign emails
- “Request a Quote”: use a form to qualify quotes
- Auto-responders
- Form letters
- Redirection: appointment, quote, or sale
Tool Box

- Website: Request a Quote form
- Custom Cake Quote Form
- Order Guides
- Appointment Book
- Pricing Binder
- Existing Quotes Binder
- Flickr
- iPads
- Pinterest/Flickr on iPads
- ZipWhip Texting
- Adobe Acrobat or DocuSign
- Bakesmart POS
Request a Quote From Creative Cakes

Type of Request: Wedding

Name:

Email:

Phone:

Expected Number of Guests:

Pickup Date:

Pickup Time: 08:00 AM

Recommended Budget: $25-$50

How Did You Hear About Us?

File: Choose File

Special Instructions:

Submit
Custom Cake Quote

- Customer fills out on their own while waiting
- Captures all customer contact info
- Asks about budget
- Encourages decisions about cake size, flavors and fillings
- May remain as a quote, or get attached to an order
Custom Cake Quote - in person

- Detailed quote with itemized pricing
- Sketched design
- As much detail as an order
- Concrete order by date
- Salesperson’s initials
Custom Cake Quote - digital

✦ Same quote form; PDF with fields
✦ Faster to type
✦ Saved as PDF and emailed to customer
✦ Customer can “sign off” digitally
✦ PDFs kept in DropBox filed by month/year
✦ Printed copy kept in binder
Binders

- Wedding Cake Estimates
- Pricing
- Delivery Schedule
- Custom Cake Quotes
- Cookie Shapes
- Donation Requests
- Rentals
- Wedding Contract Backup
<table>
<thead>
<tr>
<th></th>
<th>6”</th>
<th>8”</th>
<th>10”</th>
<th>1/4”</th>
<th>12”</th>
<th>2-Jan</th>
<th>LG 1/2</th>
<th>FULL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Borders</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BC multi-color border</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$18.00</td>
</tr>
<tr>
<td>Fondant ball border multi-color</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$21.00</td>
<td>$24.00</td>
<td>$30.00</td>
<td>$36.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>Fondant ball border multi-color scattered</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$25.00</td>
</tr>
<tr>
<td><strong>Fondant Dots, Elite Dots, Hearts, Stars, Snowflakes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Color</td>
<td>$6.00</td>
<td>$9.00</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$24.00</td>
</tr>
<tr>
<td>Multi-color</td>
<td>$9.00</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$18.00</td>
<td>$27.00</td>
</tr>
<tr>
<td><strong>Fondant Striping</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical 1 color</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>Vertical Multi-color</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$18.00</td>
<td>$24.00</td>
</tr>
<tr>
<td><strong>Air Brush</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whole cake</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
</tr>
<tr>
<td>Tie dye</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$15.00</td>
</tr>
<tr>
<td>Camouflage</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$15.00</td>
</tr>
<tr>
<td><strong>Animal Prints</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fondant zebra</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$18.00</td>
<td>$18.00</td>
<td>$18.00</td>
<td>$21.00</td>
<td>$24.00</td>
<td>$39.00</td>
</tr>
<tr>
<td>BC Cheetah (add tint charge)</td>
<td>$9.00</td>
<td>$9.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$18.00</td>
<td>$39.00</td>
</tr>
<tr>
<td>Painted cheetah (on Fondant cover only!)</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$18.00</td>
<td>$21.00</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$39.00</td>
</tr>
<tr>
<td>Fondant Cow or Giraffe (full) 1 color</td>
<td>$12.00</td>
<td>$12.00</td>
<td>$15.00</td>
<td>$15.00</td>
<td>$18.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$39.00</td>
</tr>
<tr>
<td><strong>Basketball</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 inch IKEA</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>6 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 inch</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$27.00</td>
<td>$27.00</td>
</tr>
<tr>
<td><strong>Baseball</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 inch IKEA</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
<td>$21.00</td>
</tr>
<tr>
<td>6 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 inch</td>
<td>$30.00</td>
<td>$30.00</td>
<td>$30.00</td>
<td>$30.00</td>
<td>$30.00</td>
<td>$30.00</td>
<td>$30.00</td>
<td>$30.00</td>
</tr>
<tr>
<td><strong>Football</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
<td>$24.00</td>
</tr>
</tbody>
</table>
It’s Alive!!

- Document the life cycle of the order
- Do the same thing EVERY time
- Track all communications
- Attach photo references
- Check and recheck
- Sign-off at pick-up and delivery
Checklist Manifesto

- Read the book. It will change your life.
- There is nothing wrong with calling the customer
- Confirmation calls on big $ orders
- Use a checklist
- Red pens are awesome!
“What did we learn this week?”

Every decorator has a red pen

Flagging tickets for pricing errors - IP

Flagging tickets for missing info, improvements needed

Refining your tools - it’s a constant process!
Beth Fahey

Creative Cakes
Tinley Park, IL
708-614-9755

creativecakesbakeryandcafe.com

To view slideshow: bethfahey.com
Wedding Cake Worksheet

1. Choose a design that you like, or point out elements of a design that you like. The design is the way the icing is decorated on the outside of the cake. Try not to get side-tracked by the colors of the flowers or the structure of the cake. Any design in our books can be customized to your specifications.
   - Designs we like are named:
   
2. Choose a structure from the structure pages. It should come close to what you think you might need in terms of number of servings. You should have already decided if you are serving the cake for dessert or wrapping it for your guests to take home. We can help you estimate your guest count if you are unsure. Our amount of guests is likely to be:
   - and we are a) wrapping or b) serving (circle one) our cake.

3. Choose the flavors you like. Do you want to try some other cake flavors and fillings? No problem. Just ask.
   - We like these cake flavors and filling flavors:

4. Choose any additional items you want to decorate the cake. You can add fresh flowers, sugar flowers, ribbon, fondant bows, or a traditional cake topper to your design. We can provide as much or as little of these additional decorations as you need.
   - We would like to add these items to our cake:

5. Want to know how much it will cost? We'll be happy to provide you with an estimate – no strings attached.
   - The estimate for your cake is (your consultant can fill this part in):

6. Ready to book? We’ll sit down together and go through all of the details, and write up a contract. Remember, in order to book, you must put down 25% of the final total of the cake.

7. If you are thinking of coming back at a later date, hang on to this worksheet and bring it back when you return. You will need to make another appointment, so call ahead. We will need to make sure we have a consultant available to write up your order. Thanks!
appointy.com