

Starting Your Cake Business

Beth Fahey- Creative Cakes

Lynn Schurman CD- Cold Spring Bakery

Retail Bakers of America



Why do you
want to start
a business?

Why do you want to start a business?

You like to decorate cakes

You want flexible hours

You need a job

You want to be your own boss

You want to make a lot of money

You want to be the next Cake Boss

You want to fill a need in your local community/market area

You have a great new idea and want to franchise your bakery across the nation

Planning for your business- before you write the Business Plan

What products will you make and sell?

How will you sell your products?

Who is your target customer?

Who is your competition?

What equipment will you need?

How big will the business be? What are your plans for growth?

Where will you get the capital to start the business?

Will the business require employees? What skills will they need?

Does running a business fit into your life and family expectations?

Writing the Business Plan

It is your blueprint for
building your business

You will need it if you are
looking for financing

It will keep you on track
when you start your business

What to include in your business plan

Mission

Target market

Cash flow projections

Marketing plan (Facebook and Twitter are not a Marketing Plan)

Take advantage of business development programs at local colleges, SCORE, your local chamber

Get advice from trusted professionals- banker, real estate professionals, lawyer, trade organizations like the Retail Bakers of America

Making it happen

Funding

Finding the right location – build outs

Check out required codes and permits

Finding the equipment

Choosing the right time to open

Employees/ partners/outourcing/basic accounting

Dishwasher/ entry level

Pricing

Watching percentages right away

Questions?

Retail Bakers ~~of~~ America

Beth Fahey- Creative Cakes beth@realbuttercream.com

Lynn Schurman CD- Cold Spring Bakery lynn@coldspringbakery.com