

Sweet Success Tools: Cake Business Start Up Checklist



Are you a new cake business owner? Start Here!

Congratulations! You have decided to turn your love of cakes and baking into a business. While the cake decorating aspect can be creative, enjoyable, and fun, the business aspect can often be stressful and difficult. However, it doesn't have to be that way! The team at Sweet Success Magazine has compiled thousands of hours of business knowledge, research, and first-hand experience into one resource for you to use and reference as you build and grow your baking business. If you are a brand new business, or a long-time hobbyist transitioning to a professional, or even launching a cottage food operation--start here. We have compiled helpful tips and resources that are best suited for someone who is a brand new baking business. Please note, that due to a global audience, we have made the information generic so you will need to do research on the tips that are specific to your local area.

If you have been baking as a business for more than a couple of years, you will find the information listed below as a good refresher, and you might even learn a few new tricks that you can incorporate into your baking business! The following list to help you get started. This guide contains affiliate links.

CAKE BUSINESS START UP CHECKLIST

- **Create a business plan.**
- Register your business and business name according to the local laws, rules, and regulations of your local area. You will also need to decide on a business structure: sole proprietorship, limited liability corporation, s-corporation, or partnership are common options, although check your local business laws.
- [Use the Tools & Resources](#) we have identified as helpful essentials you need when running a cake and baking businesses.
- Ensure your facilities/kitchen meet the legal requirements of your local area.
- [Establish your web presence](#) - You will need to set up a website which includes:
 - Web hosting
 - Website theme
 - Domain name
 - Business email address
- **Set up your social media accounts.** At a minimum we suggest Facebook, Instagram and Pinterest.
- **Set up a business phone number.** Google voice is a great option.
- **Register for health licenses and permits** (if required). Cottage food regulations and requirements vary.
- Secure other necessary licenses and permits as required by your local area.
- **Sign up for food manager or food handlers training** (if required). This is always good to have, even if it is not a requirement.
- **Sign up for the appropriate business and liability insurance.** This offers some protections for your business, clients, and facilities where you may sell/deliver your baked goods.
- **Secure a business mailing address.** You can sign up for a post office box, or use a private mail service. It's good to use a separate address, especially when working out of your home.
- **Open a business checking and savings account.**
- **Sign up for a payment processing service.** PayPal and Stripe are two popular and secure options. Make sure you don't use personal payment options such as Venmo or Square Cash as they are not for businesses.
- **Set up your files for bookkeeping and taxes.** Meeting with an accountant is helpful as they can guide you on getting your business finances set up correctly so it's easy to track your numbers, and so your taxes are easy to file when it is tax time.
- **Create your contract and policies.** Have a lawyer do a final review to ensure your documents are legally binding.
- **Establish your menu and pricing.** Your pricing model will evolve over time. Ensure you are calculating your time, materials, and expenses correctly so you do not underprice your cakes.
- [Sign up for our newsletter](#) and gain access to our private Facebook group where you can get one-on-one cake business help from the Sweet Success community.
- Like/Follow/Share/Subscribe on [Instagram](#), [Facebook](#), [Pinterest](#), and [YouTube](#) (channel coming soon!)

