

## Week 7 - Boot Camp - Top 10 Cake Business Owners' Mistakes

- Re-cap SLIDE
- 1 - Lack of Vision - Business Plan
  - Week 1 - we set SMART Objectives
  - Week 2 - Action plan 3-36 months
  - Week 3 - Identify your running costs, Capacity planner, Cashflow forecast & Pricing guide templates
  - Week 4 - Looked at your Brand and you were to create a logo
  - Week 5 - Created 3-5 SMART Marketing Objectives to be achieved within 3 Months
  - Week 6 - Identify your top 3 USPs & SWOT Analysis
  - Week 7 - Bring it all together in one document - Your business Plan - Your VISION for your business
- 2 - Lack of Effort - Not every business will become a success, the business owner needs to put in 100% effort. Creating and running a successful business goes against the path of least resistance almost every day. Effort and reward usually go hand in hand, so ask yourself just how much effort are you REALLY willing to put in?
- 3 - Positive Mental Attitude - With a positive attitude you will overcome most challenges. Sometimes you can not change what happens to you or your business. But you always have the choice in how you deal with any issue.  
Positively - Ownership, Accountability, Responsibility  
Negatively - Blame, Excuses, Denial  
PMA - Negative thinker slide
- 4 - Cashflow - It is essential in any business that the owner has control of the cashflow. Key numbers:
  - Running costs
  - Ingredient costs
  - Break even figure

- Sales forecast
  - Regularly check your numbers
- 5 - Burning Capital - Cost every project and activity to ensure that you are likely to achieve a positive return on investment (ROI). Don't get caught out, by overspending - Burning capital. You need to look after your money and remember, in business, cash is king!
- 6 - Falling out with Partners - If you enter into a partnership, make sure you get a formal agreement in place. That way both or all sides know exactly where they stand in the event of certain sets of circumstances. When businesses set out, there can be a lot of enthusiasm and excitement and contracts can sometimes seem unnecessary. However, what happens if:
  - One partner wants to leave
  - Gets pregnant
  - Loses their mojo and stop pulling their weight
  - Cashflow goes into negative
  - Difference in opinion as to the direction of the company
- 7 - Marketing - This is the activity that will provide you with the income and number of orders set out at your SMART objectives.
  - Make sure that you have an ongoing marketing plan
  - Set aside an appropriate marketing budget
  - Set aside an appropriate amount of time
  - Plan-do-Review
- 8 - Avoiding Difficult Tasks - It is always easier to do the things you want to do first and leave the difficult tasks until another time. However, consider where these tasks sit on the Time Management quadrant SLIDE. As a business owner you must consider what the business needs done first

and not what you WANT to do first. The following tasks must never be put off:

- Setting and reviewing business goals and objectives
  - Cashflow planning
  - Accounts updates
  - Breakeven checks
  - Marketing planning and activities
- 9 - Thinking it Will be Easy - Nothing in life worth achieving is easy. All too often people start a cake business thinking it will all be sparkles on fun. Done properly, for the most part, it is. However, there are always unforeseen challenges that get in the way. The correct Positive Mental Attitude, a robust well managed plan and clear goals, will ensure the maximum opportunity to achieve success.
  - 10 - Not prepared to take the leap of faith - So many talk about starting or running a successful cake business. But, it's actions that speak louder than words. Procrastination, self doubt and any other negative trait that's stopping you from taking action now, needs to be addressed. You have the choice in life whether to be in the driving seat or a passenger. The only way you take control is to push outside the comfort zone and take the leap of faith. Ambition is the path to success. Persistence is the vehicle you arrive in.  
SLIDE
  - EXTRA ONE - Seeking Excellence in place of Perfection

## HOMEWORK

Complete the Business Action Plan and submit to David.