



My Mission: To become the Cake Artist of choice in the Kent area, who brings joy to the customers not only through the delicious taste of the cakes but also the design and personal touches that are added to each cake





Cakes By The Sea Business Objectives

- To turnover £20,000 by the end of the 2023 tax year, by working 37 hours per week 49 weeks of the year
- To make a profit of £5,000 in the 2022-2023 tax year, by working 37 hours per week 49 weeks of the year
- To have established 2 additional revenue streams (demonstrating/cake toppers Etsy/YouTube channel) by the end of 2021

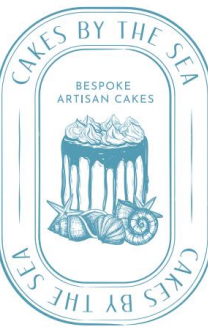


Cakes By The Sea Personal Objectives



- To have completed the Cakeflix Master Foundation programme by the end of June 2021.
- To enter a competition piece in the Cake International show and receive a commendation for it





Cakes By The Sea Elevator Speech

“Hi I’m Julie, I’m a cake artist and I make bespoke celebration and wedding cakes that will not only taste delicious but will wow you and your family and friends. I will take any ideas or thoughts that you have and produce a design that is unique and personal to you. I specialise in creating models of people and animals and love adding those personal touches to a cake that will make it extra special. Contact me when you need me to make your next amazing cake”



- Cakes By The Sea Action Plan – To Turnover £20k by the end of 2023 tax year. Short Term (first 6 months 2021)



3 Months

Turnover goal - Turning over 1k

To make an average of £83.33 per week over the 3 month period

Will need to make at least one 6" celebration cake per week (£75+), and one treat box

Need to widen my customer base, ensure **Google My Business** profile is up to date, ensure that my **Bridebook** profile is up to date

Look to revamp website, improve my SEO

Start a blog on website

Ensure Valentines Day offerings are well advertised.

Make a dummy wedding cake as part of Cakeflix Master to show on my website/social media

Posting adverts on local wedding facebook sites

Ensure Mothers Day offerings are well advertised.

Run a raffle to win one of the novelty cakes that I need to make for Novelty cake module on Cakeflix

Run a like and share win to win the handbag novelty cake to increase facebook presence and instagram presence

6 Months

Turnover goal - Turning over 4k

To make an average of £153 per week over the 6 month period

Will need to make at least one 8" celebration cake per week (£120+), and one 6" celebration cake each week (£85+) and an average of 1 wedding cake per month.

Assuming that £1k is made in first three months. Ideally adding in a treat box/cake pops on a quieter week

Start doing videos on instagram of me making a cake.

Ensure once accreditation received for Cakeflix Master Foundation course, that I am adding this to my social media platforms and my website

Update websites with testimonials and reviews from happy customers

Ensure Halloween offerings are planned early and added to my website/social media

Attend Wedding fairs to gain more wedding cake orders

Make A dummy wedding cake to show off another trend/skill set

Ensure Fathers Day offerings are planned early and added to my website/social media

Approach wedding planners to ensure they know what my skills are

Cakes By The Sea Action Plan – To Turnover £20k by the end of 2023 tax year, 6 months >

12 Months

Turnover goal - Turning over 11k

To make an average of £220 per week over the 12 month period

Will need to make at least 2 8" celebration cake per week (£120+), and one 6" celebration cake each week (£85+). At least 5 wedding cakes of £300+ in summer months to even out quieter weeks. Ideally adding in treat boxes/cake pops on a quieter week

Ensure Christmas offerings are planned early and added to my website/social media

Start video YouTube channel

Get an article published in local paper to show off my cake studio and what I can do/offer

2 years

Turnover Goal - Turning over 20k per annum

To make an average of £408 per week over the 12 month period

Will need to make at least 3 8" celebration cake per week (£120+), and one 6" celebration cake each week (£85+). Wedding cake orders need to be £400+

Ensure all special occasions are well planned out and added to my website/social media

Ensure new wedding cake trends are researched to keep up with trends

Dummy cakes for new trends

Attend tutorials/training to upskill on any trends currently don't offer

3 Years

Turnover Goal - Turning over 30k

To make an average of £612 per week over the 12 month period

Will need to make at least 4 8" celebration cake per week (£120+), and 2 x 6" celebration cake each week (£85+) on a non wedding cake week. Wedding cakes over the summer months need to be £600 + cakes

Ensure all special occasions are well planned out and added to my website/social media

Ensure new wedding cake trends are researched to keep up with trends

Dummy cakes for new trends

Attend tutorials/training to upskill on any trends currently don't offer



- Cakes By The Sea Action Plan – To make a profit of £5,000 in the 2022-2023 tax year. Short Term (first 6 months 2021)



3 Months

Turnover goal - Turning over 1k

Profit Goal - £break even

Ensure that all cake wastage is managed into cake pop mixture to minimise any waste to reduce costs

Look into trade discounts to determine if any of my regular suppliers can offer me discounts if I order more regularly

Register with a cash and carry to aim to reduce ingredient costs

Reinvest in tools and moulds that will help reduce my time spent on cakes

6 Months

Turnover goal - Turning over 4k

Profit goal - £500

Focus on profitability of each cake. Which cakes are more profitable? Which cakes take me the longest to do? Are the shortest to do but effective?

Reduce focus on perfection on a cake, and strive for excellence instead

Determine ways of improving efficiencies, e.g. do a baking day a week, and freeze cakes to have oven running for one day.

Offer a discount code or a promotion on most commercial cakes to encourage repeat business

Pay for a virtual stall at a wedding fair to boost wedding cake sales

Cakes By The Sea Action Plan – To make a profit of £5,000 in the 2022-2023 tax year, 6 months >

12 Months

Turnover goal - Turning over 11k

Profit Goal £1.5k

Plan all cakes in advance to ensure that bulk purchases of stock and supplies are made, ensure all are free delivery to reduce delivery costs

Look at advertising/promotions to push business further

Add 2 streams of income that are low in costs to ensure that income is increased but profit is increased further

2 years

Turnover Goal - Turning over 20k per annum

Profit Goal £5k

Continue to improve efficiencies on all cakes made, reducing time spent to ensure that volume goals are achievable

Pay for any tutorials for any new trends not currently able to do

Add a third stream of income which has very low costs involved (e.g. demonstrations/video tutorials/YouTube followers)

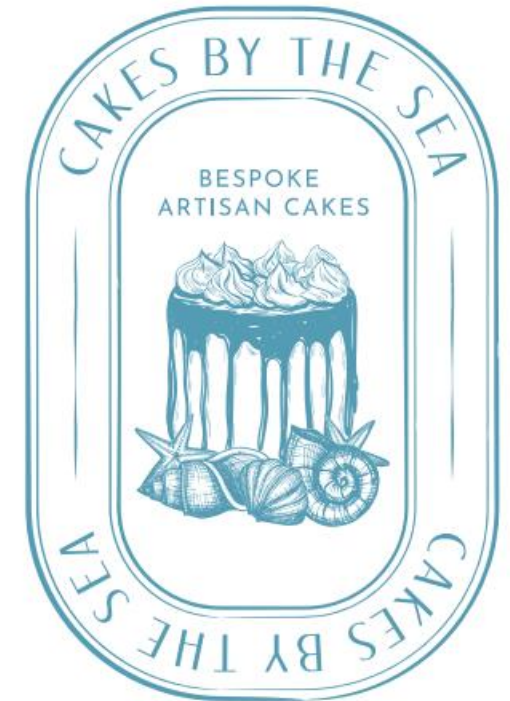
3 Years

Turnover Goal - Turning over 30k

Profit Goal - £10k

Continue to make profitable cakes, reduce efficiencies

Add a fourth stream of income which has very low costs involved (e.g. demonstrations/video tutorials/YouTube followers)



- Cakes By The Sea Action Plan – To have established 2 additional revenue streams by the end of 2021. Short Term (first 6 months 2021)



Smart Objective 3

To have secured 2 additional revenue streams (demonstrating/cake toppers Etsy/YouTube channel) by the end of 2021

3 Months

Spend this time researching alternative revenue streams

What is involved in a YouTube channel?

Research Etsy as a platform for selling cake toppers. What is the market?

Review costings on cake toppers

Make a video of me making a basic cake

Send pictures of cakes I have made to saracino/renshaw facebook pages when complete, to encourage brand ambassador

Research how to become a demonstrator, what does it take?

Contact Saracino to see about becoming a brand ambassador

Contact Kitchenaid about becoming a brand ambassador

6 Months

1 stream

Make a video of me making some figures/models

Aim to have added one additional revenue stream by this point

Push this revenue stream to encourage an increased social media platform

Cakes By The Sea Action Plan – To have established 2 additional revenue streams by the end of 2021. 6 Months >

12 Months

2 streams

Once Social media following has been established, look to Saracino/Renshaws/Happy Sprinkles to become a brand ambassador for their products

2 years

3 streams

Once Brand ambassador has been established, look to increase revenue stream into providing a set up a cake business process paid tutorial

Explain business pitfalls/pricing/how to register a business/my templates for costing/cake formula pricing/traceability spreadsheets etc
How to pass a EHO inspection

3 Years

4 streams

Become a group leader/platform to encourage new people in the cake business.



Financials



	Monthly Running Costs						Notes
	Estimated		Actual		Difference		
Energy	50.00		30.00		20.00		Electricity costs of running cake studio
Marketing	25.00		3.75		21.25		leaflets to add in to treat boxes
Repairs and renewals	25.00		6.25		18.75		Relatively low as all equipment is brand new in cake studio.
Insurance	10.00		9.17		0.83		Public Liability and increase in house insurance
Car/Van	10.00		10.00		-		Insurance - I use my own car
Fuel	10.00		7.50		2.50		Low as offering collection only
Entertaining	-				-		
Travel and Subsistence	-				-		
Communications	-		-		-		
Website Hosting	15.00		10.00		5.00		Domain cost
Web Development	15.00		-		15.00		A friend has helped me set my website up and I am now updating it myself
Software licenses	5.50		5.45		0.05		Windows
Memberships	-				-		
Training	55.00		55.00		-		Cakeflix Master Foundation course (not a repeat expenditure but amortising over the year)
Accounting	-				-		I am a qualified ACA so will be doing my own accounts for the foreseeable future
Bank fees	2.00		1.00		1.00		Tide monthly bank charges
Post and Stationery	15.00		10.00		5.00		Additional packaging costs needed for treat boxes
General Expenses	15.00		10.00		5.00		
TOTALS	£252.50		£158.12		£94.38		

Cake Tracker - Gross Profit Per Hour

Monthly Hours Worked		52
Hourly Rate		£13.00

Type of Cake	Number of Tiers	Single/Double barrel	Size	Turnover	Ingredients Cake Costs (incl Buttercream/ganache/fondant)	Cake Boards etc	Total Ingredients	Ingredients as a % of Turnover	Gross Profit	Hours worked on cake	Wages	Admin Costs	Admin & Wages as a % of Turnover	Net Profit	Net Profit Per Hour	Gross Profit %	Net Profit %	Notes
Novelty	1	Double	6"	£80.00	£18.96	£4.62	£23.58	29%	£56.42	3	£39.00	£9.12	60%	£8.30	£2.77	71%	10%	No fondant on this cake - just buttercream hence lower ingredients cost
Novelty	1	Double	8"	£85.00	£23.21	£4.25	£27.46	32%	£57.54	3	£39.00	£9.12	57%	£9.42	£3.14	68%	11%	No fondant on this cake - just buttercream hence lower ingredients cost
Novelty	1	Double	8"	£95.00	£31.79	£4.50	£36.29	38%	£58.71	3	£39.00	£9.12	51%	£10.59	£3.53	62%	11%	Fondant covered cake with dog model on top
Novelty	1	Double	6"	£110.00	£25.00	£4.50	£29.50	27%	£80.50	4	£52.00	£12.16	58%	£16.34	£4.08	73%	15%	Fondant covered cake with jeep on top and airbrush effects

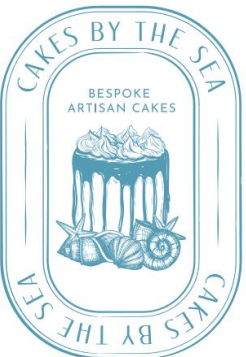
After starting to compile this tracker on each cake made, I realised that I needed to increase my selling prices. This is reflected in the Selling Price of Cake 4. I have subsequently had orders for three more 6" cakes at this selling price; providing the reassurance that I can command this price point for my cakes. Also, hours spent are low as orders are slow at the minute. When order volumes increase my monthly cost absorption will lead to an increased profit %



Novelty Cake Price Guide

Size	Sponge	Portions			
		SQUARE		ROUND	
		(2"x1")	(1"x1")	(2"x1")	(1"x1")
6"	£75	18	36	15	30
8"	£90	32	64	25	50
10"	£110	50	100	40	80
12"	£130	72	144	56	112
14"	£160	98	196	78	156

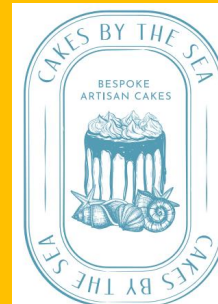
The above is a guide only and is based on a simple design with ribbon on the board, and wording, but is for a double barrelled cake (at least 4" in height). Fruit cakes will be charged at a supplement, as will any additional models or flowers to be added on to the cakes (based on an hourly rate)



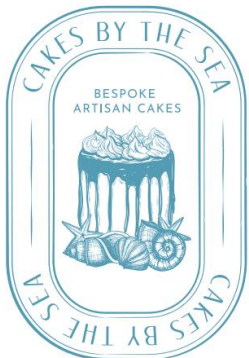
Wedding Cake Pricing Guide

		4"	6"	8"	10"	12"	14"
£							
BAND	A	£155	£165	£185	£225	£265	£330
	B	£145	£155	£170	£205	£240	£280
	C	£135	£145	£155	£190	£225	£265
PORTIONS		4"	6"	8"	10"	12"	14"
Fruit (1"x 1")	Square	16	36	64	100	144	196
	Round	10	30	50	80	112	156
Other Filling (2"x1")	Square	8	18	32	50	72	98
	Round	5	15	25	40	56	78

The above is a guide only and is based on a tiered system. Tier C are very simple designs, through to tier A which is more complex designs. Any sugar flowers or models will be supplemental to the above pricing guide. Delivery and set up is additional to the above costs.



CashFlow Forecast 2021



Cashflow Forecast

Cashflow Forecast													
	% of Annual Turnover you can expect against the following months												
Just a guide when planning	January	February	March	April	May	June	July	August	September	October	November	December	
Wedding Cakes	0.00%	0.00%	5.00%	10.00%	12.00%	15.00%	15.00%	14.00%	12.00%	9.00%	4.00%	4.00%	100.00%
Number	-	-	-	1	1	1	1	1	1	1	-	-	7
Novelty	2.00%	3.00%	5.00%	8.00%	9.00%	9.00%	9.00%	12.00%	12.00%	14.00%	12.00%	5.00%	100.00%
Number	1	2	3	5	6	6	6	8	8	9	8	3	65
Treats	0.00%	11.00%	11.00%	9.00%	9.00%	12.00%	8.00%	5.00%	5.00%	5.00%	5.00%	20.00%	100.00%
Number	-	4	4	3	3	4	3	2	2	2	2	7	35
Overall	1.21%	5.42%	6.64%	8.74%	9.35%	10.33%	9.02%	9.86%	9.86%	11.07%	8.93%	9.58%	100.00%
FORECASTS													
	January	February	March	April	May	June	July	August	September	October	November	December	TOTALS
Sales	£143.00	£310.75	£453.75	£1,050.75	£1,122.25	£1,148.50	£1,113.50	£1,301.75	£1,301.75	£1,444.75	£901.75	£532.50	£10,825.00
Refunds													£0.00
Cost of Sales Enter % Below													30%
	£42.90	£93.23	£136.13	£315.23	£336.68	£344.55	£334.05	£390.53	£390.53	£433.43	£270.53	£159.75	£3,247.50
GROSS PROFIT	£100.10	£217.53	£317.63	£735.53	£785.58	£803.95	£779.45	£911.23	£911.23	£1,011.33	£631.23	£372.75	£7,577.50
Pay	50.70	101.08	151.78	405.28	430.63	437.45	428.35	497.58	497.58	548.28	315.58	172.25	£4,036.50
Energy	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	£360.00
Marketing	15.00	-	-	15.00	-	-	-	15.00	-	-	-	-	£45.00
Repairs and renewals	-	-	-	25.00	-	-	25.00	-	-	25.00	-	-	£75.00
Insurance	9.17	9.17	9.17	9.17	9.17	9.17	9.17	9.17	9.17	9.17	9.17	9.17	£110.00
Car/Van	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	£120.00
Fuel	-	-	-	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	£90.00
Communications	-	-	-	-	-	-	-	-	-	-	-	-	£0.00
Website Hosting	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	£120.00
Web Development	-	-	-	-	-	-	-	-	-	-	-	-	£0.00
Software licenses	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	£60.00
Memberships		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Training	55	55	55	55	55	55	55	15	0	15	0	15	£430.00
Accounting		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Bank fees	2	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£24.00
Post and Stationery	0	£5.00	£10.00	£5.00	£10.00	£5.00	£10.00	£5.00	£0.00	£5.00	£10.00	£20.00	£85.00
General Expenses		£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£110.00
Loan (set up costs)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
EXPENSES	187	237	293	591	582	584	605	619	584	679	412	293	5,666
NET PROFIT	-£86.77	-£19.72	£24.68	£144.08	£203.78	£220.33	£174.93	£292.48	£327.48	£331.88	£219.48	£79.33	£1,912.00
	-61%	-6%	5%	14%	18%	19%	16%	22%	25%	23%	24%	15%	18%

Cakes By The Sea - Branding



My family and I are incredibly lucky to live on the Kent Coast within walking distance to several beaches. I find the sea very calming. It relaxes me and provides real joy in the same way that I take pleasure from making cakes. I wanted to incorporate the sea and tranquil colours into my branding to create a simple, effective logo. I currently have branded cake box stickers, business cards and “thank you” cards (where I ask that my customers share pictures and comments onto social media).

If I were to describe my ideal customer, it would be parents with disposable income with neither the time nor the inclination to make a celebration cake for their children or relatives. Someone that appreciates the time and effort that goes into having a truly bespoke cake designed and baked for them. I would also love to work with brides wanting a coastal-themed wedding.

My primary core business value is authenticity; I will not copy another cake maker’s design and I always bake from scratch. I also know that the taste of the cake is as important as how the final design looks

Unique Selling Points of Cakes By The Sea

1. Attention to Detail to create very personalised models of animals and or people



The pattern on the gymnast's leotard was an exact copy of the birthday girls

2. No holds barred cakes - gravity defying, carved cakes you can pick up, cakes you can lift



This Tiffany bag cake could be picked up from the cake board

3. Coastal cake themes to tie in with coastal weddings, including set up and delivery by the beachfront



This cake was shot on the beachfront to tie in to my business name and my branding



SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Passionate about producing beautiful custom made cakes	Working on my own so time available is tight	Wedding cake market	Working on my own, so only so many cakes/orders I can fulfill
Strive for excellence in everything I do	Only done a few wedding cakes so experience is low	Create a virtual network with a photographer and a florist and create a wedding fayre group	Continuation of covid lockdowns reducing network of available customers further
Brand Imaging	Small network built up already due to relocation	Big Celebrations when Covid is over	Increase in lockdown bakers cramming the market
Character modelling for that truly personalised cake	No formal accreditations	Complete Cake flix master accreditation	Prices - I am not the cheapest baker around our area
Unique designs, I will not copy cakes	No cake competition awards	Submit a Cake International piece	Number of orders is low at present - threatening cash flow
Strong accounting background means that pricing is strong and profits are made	Portfolio of wedding cakes is small	Create a collaboration with a local artist to display cake/art	
Don't use edible prints (unless it is a customer request), handpaint or hand cut all of my logos/details	Website needs work, particularly the incentive to order or buy	Treat boxes	
Explaining how to do cake related tasks, and showing people skills	Selling myself, and confidence in my abilities	Cake sample boxes	
		Postal brownies	
		Dummy Wedding cakes to improve portfolio	
		Set up online shop on my website to encourage purchases	
		Offer business set up advice and best accounting practise	
		Offer a tutorial on complete novices to make a 2 tier cake from start to finish	
		Start running tutorials on how to make some models	



Marketing Plan

Date	Task	Objective	Comments
2 weeks	To create a strap line to be added to my website and social media pages	Brand awareness	
2 weeks	To introduce myself to my followers on Facebook/Instagram to start to develop the brands awareness and become the face of Cakes by the Sea	Know/like/trust	
2 weeks	To create my elevator pitch and add it on to my website	Know/like/trust	
4 weeks	Go through my website and ensure that all galleried pictures have key words underneath them	To improve my SEO	
4 weeks	Create a blog on my website about subjects such as 'How long does it take to create a truly bespoke cake from enquiry to collection'	To improve my SEO	
4 weeks	To add a picture or video of me on to my website explaining who I am and what my proposition is and why should someone buy a cake from me	Know/like/trust	
8 weeks	Request previous customers leave a review on my Google Business page. also ensure that it is up to date with details and post recent pictures	Know/like/trust	
8 weeks	Set up my Website to take orders for treat boxes	To improve my customer base	
8 weeks	Post pictures on Instagram #Saracino and Kitchenaid where I have used their products to gain visibility with their brand	Potential brand ambassador	
8 weeks	Create another blog on 'What do I need to consider when ordering a custom cake?'	To improve my SEO	
3 months	Create a virtual collaboration with a florist/photographer for a virtual wedding fayre	To improve my networking and my customer base reach	
3 months	Create another blog on 'What should I ask my Wedding cake maker?' and add to it monthly	To improve my SEO	
6 months	Approach Saracino about becoming a brand ambassador	Improve my visibility	
6 months	Approach Kitchenaid about becoming a brand ambassador	Improve my visibility	
12 months	Create a community page on facebook to share ideas/help new cake makers get started	Know/like/trust	



Cakes By The Sea Business Plan–
Completed by 18/2/2021

To be reviewed by – Andy Walker

To be reviewed on – 18/4/2021

