

14 Tips to Bake More while you Save More



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CREATE RECIPES WITH EXTRA FOOD

Try ideas like these. Pick out the good leftover cupcakes and mash them into a jar cake with fresh cream!



2 ADD NUTRITION INFORMATION TO YOUR MENU

Displaying sugar, protein content on your packaging allows a customer to make a more informed purchase.

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HAVE AN ONLINE PRESENCE

Social media will keep your orders and brand buzzing!



4 CONDUCT TRENDY WORKSHOPS

Every month, teach new techniques and conduct workshops for prospective professional bakers.

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USE TOOLS THAT INCREASE PRODUCTIVITY

Invest in tools like a stand mixer that will reduce the work and energy used for baking immensely.



6 TRAIN TEAM ON A MONTHLY BASIS

It is important for you and your team to adapt to new trends and new styles of the working environment.

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FIX SUPPLIERS FOR INGREDIENTS

Try a few suppliers in the beginning and maintain these relations as they really help in the long run.



8 CALENDAR DATES FOR ORDERS AND SUPPLIES

Decide a date every fortnight and place your orders only on those days.

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SAMPLING GAME NEEDS TO BE STRONG

As and when you re-invent the menu, introduce samples to your neighbourhood first.



10 HAVE A FEEDBACK FORM OFFLINE AND ONLINE

Without feedback, there is no artist. Allow customers a space to voice their opinions about your brand.

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OFFER YOUR SWEETS AND SAVOURIES IN SMALL AND LARGE QUANTITIES

Let your customers choose.
Have a 1 kg cake and a cupcake of the same flavour.



12 CATER FOR SOCIAL GATHERINGS

Use events as a medium to display your work and increase business.

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PRINT AND KEEP VISITING CARDS READY ALWAYS

Keep them handy, you never know when you'll need them or who will walk in through that door, or who you will bump into at events!



14 INVEST YOUR PROFITS

Invest in a financial planner who can put your profits in the right places and get you more returns than you would.

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