

# Owning your Own Cake Decorating Bake Shop Business

**Bizymoms**  
Career kit



# **Table of contents**

**Module 1- About The Business**

**Module 2 - Starting Out In The Cake Decoration/Bake Shop Business**

**Module 3 - Learn How You Can Market And Advertise Your Business**

**Module 4 - Pricing And Sales**

**Module 4 - Relationship Management Tips**

## Introduction

If you are interested in baking then chances are you probably know something about baking already. You most likely are approached all the time by friends and family to bake cakes and other baking goodies for all kinds of occasions and celebrations. Regardless of whether you are interested in specializing in say baking only cookies and muffins or enjoy the creativity involved with cake decoration, or just love baking all kinds of stuff, baking is a fun and profitable business proposition.

In all probability your bakes are appreciated among family and friends and somewhere down the line all that appreciation got you thinking about venturing into the baking business. If you are nodding your head to this, great! It just means you are half way there already.

The reason why I say baking is an excellent business proposition is because people are willing to spend good money on all kinds of bakery products. Doubting Thomas? Well all you need to do is take a walk to your nearest bakery and check out what is selling and at what rates.

Going into the baking business has other incentives too. To begin with if the idea of being your own boss and creating your own work schedules appeals to you, then this is the business for you. And if you are a stay at home mom or dad then by juggling your baking schedules, you don't have to compromise on your family time.

If you are serious about starting your own bake shop/cake decoration business then this could well be your claim to fame and yes with time fortune too.

The cake decoration/bake shop business is a highly competitive area; however it is also a highly lucrative business option. This e-book will show you how you can turn your love of baking and cake decoration into a profitable business venture.

## Module 1 About The Business

- What is a bake shop business?
- What is a cake decoration business?
- Traits and requirements to be in the bake shop/cake decoration business.
- Income potential of the bake shop/cake decorating business.

### What is a bake shop business?

Who among us is not tempted by those heavenly smelling and tasting breads and muffins and cookies and cakes? Most of us are impressed by food that in addition to tasting good is tastefully presented; even kids tend to try out new foods and dishes if the presentation is unique or attractive.

There is no end to the different kinds of bakery products. And that is the reason why chefs and bakery owners are constantly coming up with different kinds of products and flavors and shapes for all these bakery goodies.

A bake shop business is all about just baking. From different kinds of breads to cookies and pies to muffins and cupcakes etc, baking covers it all. You can either choose to just specialize in one particular area of baking or a product or if you are comfortable and enjoy variety, then you can sell just about all kinds of bakes. All that is required is a passion for baking stuff that tastes delicious and looks good too.

As a business venture starting your own bake shop business is a great way of taking your love of baking and turning it into a business.

### What is a cake decoration business?

All those fancy cakes you see at bakeries and other such retail stores are all popular, ever in demand and are sold at high prices.

Cake decoration involves the usage of decorative such as sugar, candies, chocolates, embellishing by sprinkling a fine coat of icing sugar, piping icing flowers, preparing a glossy blanket of glaze or molding gum paste to flowers etc over a baked cake. The idea is to make the cake look as appealing and decorative as possible.

There are two ways to run a cake decoration business; you can either only choose to decorate already baked cakes or you can bake and decorate your own cakes.

However you will find that most cake decoration business owners bake and decorate their own cakes. They get cake orders from clients and according to the customers choice and preference and the occasion come up with the perfect cake.

Once you have baked and decorated the cake, as per the client's instructions the cake has to be delivered to the client or the cake can be picked up by the client themselves.

The cake decoration business is popular because it is fun and entertaining, it can be run from the home, it is an excellent example of turning a hobby or interest into a profitable business and career and also because the start up costs are relatively low.

This is the reason why a lot of stay at home moms have taken up the cake decoration business either full time or part time. They get to be with their families, the work is not highly taxing and it offers a decent income potential.

Of course there are a lot of people who make very good money and have eventually converted their home business set up into successful retail establishments.

This is an excellent business opportunity for anyone looking to turning a hobby into a business. Besides this is one opportunity where you get to choose your own cake and eat it too!

## **Traits and requirements to be in the cake decoration/bake shop business**

Do you like baking and or decorating cakes for your family and friends? Or do you secretly wish you could turn your hobby into a paying career? If yes, then the cake decoration/bake shop business is for you.

So what do you need to be successful in the cake decoration/bake shop business? Well obviously basic baking know how is vital if you are interested in starting a bake shop business. If on the other hand you are interested in starting a cake decoration business, then you need to have a creative flair when it comes to new and unique decorative ideas for your cakes.

However just so you know what to expect if you decide to turn your hobby into a business venture then the following traits will be needed:

- A basic idea of baking and an inclination to learn and try out different baking recipes.
- A Creative flair is essential as you will need to constantly need to come up with new themes and decoration ideas for your cakes.
- Customer Service Skills since you will be dealing with people all the time.
- Some basic organizational skills to tackle not just the creative side of your business but also the business side of it.
- Marketing Skills since the only way to put your business out there is to actively market it.

## Income potential of the cake decorating/bake shop business

So what is the earning potential with a cake decorating business? Of course the earning potential of any business is proportional to the time and effort that is invested in it. However to give you a fair idea of what you can expect; cakes for weddings can retail for as much as \$500 each or more while the making costs are around 20% of the retail price or so for each cake. So it is quite obvious that one is set to gain high in this business.

Having said that the best way to get an idea of what you can earn in your cake decoration business is to take a look around at what other professional cake bakers/decorators are charging. Also you could find out the prices of cakes for different occasions from your local bakery or deli.

Of course the more elaborately decorated a cake is, the higher will be the price it fetches. Professional bakers and cake decorators charge such prices depending on the kind of cake and the occasion that it is being used for.

Specialty cake bakers/decorators can easily make \$300 plus taking in a couple of orders per week! All in all, this makes the cake baking/decoration business well worth the time, effort and investment. Not to forget the fun factor that comes with being creative with food. Coming to the income potential of a bake shop business, well again what you can earn is totally dependant on how much you are willing to give. And by give I mean give by way of hard work. Remember as a bake shop business owner, you most likely will be baking and selling all kinds of baked products.

Whether you want to run a bake shop selling only cakes or selling all kinds of baked products, the best way to assess you earning potential would be by simply checking out your competition or the local bakery.

## Module 2 Starting Out In The Cake Decoration/Bake Shop Business

- Create a business plan for your cake decoration/bake shop business.
- Startup costs/ initial investments required to get started in your cake decoration/bake shop business.
- Market Research - defining your Target Audience, looking out for trends and changes.
- Inventory/equipment and supplies required to start up your cake decoration business.

### Business plan for your cake decorating/bake shop business

Congratulations if you have decided to go ahead and launch your own cake decoration or bake shop business. You are done with the first step of starting your own business. Now comes the part where you get to decide on issues such as what you are going to name your business or whether you are going to work from home or rent/lease space or what your investment is going to be and so on and so forth.

There are a hundred and one things that you will have to think about and plan for. This is the stage where you finally lay down the skeletal structure for your business. Whatever you do after this will give a body and definition to your carefully laid out plans.

Since this is the initial planning stage, things can look and feel over whelming. However the best way to tide this part is to sit down and chalk out a well defined plan covering all the important aspects and angles of your business.

In order to do that and in order to get a semblance of order around your business, you need what is known as a business plan. Your business plan will broadly outline three stages of your business. Namely

- Identifying your audience/ target market
- Planning a strategy to develop a system of business
- Improving and expanding your business.

**NOTE: A detailed description of a business plan is outlined in your Ekwa “easy business guide” book.**

## **Startup costs/ initial investments required to get started in your cake decoration/bake shop business.**

While it is true that a lot of things that you require in running your cake decoration or bake shop business are available easily and some of it maybe in your kitchen already, what you need to remember is that any business or commercial undertaking requires an initial investment. The initial investment areas such as tools and equipment, rent/lease etc. Besides other essentials that you will require to get your business off the ground

I know all this talk about investment might make you nervous; however the good news is that this business can be started off at relatively low costs.

The bulk of your investments will involve getting items such as heavy duty mixer, food colors, baking pans, icing flutes, bowls, spatulas, and a microwave. Like I said earlier most of us have all or some of these items in the kitchen already.

Even if you don't have the necessary items and tools at home and need to start out fresh, the initial investment will come well below \$2000.

However to give you a fair idea of what to expect as your start up costs and to help you arrive at a figure these are what you will need to consider

- Basic equipment and tools that you need to bake and or decorate your cakes with which include both retail and wholesale supplies.
- Business stationary and miscellaneous supplies, phones, answering machine, computer and fax which will be essential to take orders and addresses of your customers.
- Initial marketing and advertising investment.

## **Market Research - Defining your Target Audience**

The cake decoration business is indeed packed; one can find bakeries and deli's serving great looking and tasting cakes. So if you are to launch your own cake decoration business, you need to first know and understand the kind of market you are looking to break into as well as understand and target a section of the market that will be most profitable for you.

This is one reason why a majority of beginners prefer specializing. For instance if you concentrate only on weddings or maybe birthday cakes for kids, the chances of you being successful are higher. It is also a great way of earning referrals and subsequently getting more orders.

In this market you will constantly have to reinvent yourself with new ideas and designs for all your cakes. And this in turn will directly affect the success of your business venture.

So where do you come up with constant ideas and learn about your market?

Initially most private cake decorators would depend on women's magazines or the good old television cookery shows to learn new recipes and decorative ideas for different kinds of cakes. However today, the internet has proved to be a major resource for any and all kinds of information.

The internet is filled with information on not just different kinds of cake recipes, but also about the newer and different decoration ideas. All you need to do is to incorporate and modify these ideas into your own line of creativity.

Another reason why the internet scores high as an information hub is because in addition to finding ideas about cake baking/decoration, you will also find information about courses and classes pertaining to the cake baking/decoration business if you are interested. These classes and courses are designed to not only teach you about cake baking/decoration but also encourage you to come out with your own style and ideas.

Since this e-book is primarily geared towards the cake decoration business I have outlined the importance of market research for the cake decoration business. However if you are planning on starting a bake shop business market research is just as vital.

Before you decide to get in it is important that you look up any and all kinds of information about the business. A good place to start would be with other bake shop business owners. In addition scout around your local bakeries and or any retail business selling baked products. Look up their pricing system, the various marketing strategies that they adopt, the kind of products and services available with them and most importantly what kind of customers do they serve. You could also look up the internet for similar businesses. Another reason why I always recommend the internet is because you can pick up a plethora of information about any topic. Right from recipes to ideas on marketing a small/home business to tips on customer service etc.

## **Inventory/equipment and supplies required to start your cake decorating business**

There are a few basic inventory/equipment and supplies that are essential and important to the cake decoration business. Here is a list of basic cake baking/decorating materials:

### **Different shapes and sizes of cake baking pans**

If you are interested in baking and decorating your own cakes then you will require cake baking pans.

Cakes come in three common sizes, 8" x 13" rectangular, 6", 8", 10" and 12" round cakes, and character shapes. To keep ahead pick up at least two rectangular cake pans, two sheet cake pans, and two each of the round cakes pans. As for the character shape pans

## Mixer

Another item that comes in the basic requirement list is a mixer. You can go in for a smaller professional style mixer. For mixing your cakes the size 4-quart mixing bowl will suffice while a larger mixing bowl, such as a 6-quart mixing bowl, will do just fine for the butter crème frosting.

## Cake Mixes

Boxed cake mixes are popular among most business owners operating from home or as a small establishment simply because they can purchase the amount of cake mixes that is required for each order.

## Frosting and Food Coloring

To make your cakes attractive and more appealing you will need a basic white butter crème frosting recipe while you can pick up the standard food color from any grocery store. You can also find food coloring or food coloring gels at arts and craft stores or bakery supply stores.

## Spatulas

From icing the cakes to scrapping the cake mixture and frostings, spatulas are required. It would be best if you kept your batter and frosting and icing spatulas separate. So be sure to pick up a couple of each.

## Cake Decorating Supplies

Cake decorating supplies can be bought from arts and craft stores and cake decorating supply stores. These are what you will require:

- Rose Nails are required to make those cute roses that are widely used by bakeries and professionals.
- Cake Decorating Bags are used to fill the icing into and then these can be used to decorate the cake with roses and borders.
- Cake Decorating Tips like rose petal tips, leaf tips, and border tips as further decoration.
- Cake Decorating Couplings hold the tips in place.
- Cake Boards is simply card board that is cut larger than the cake to make it easy to move the cake without damaging or breaking it.
- Boxes will be required when you deliver the cakes to your customers and clients.
- Other types of decorations include perils or sprinkles, edible images, stencils, air brushes and colors, besides other edible cake decorations.

With these supplies you can very well begin your own cake decoration business. Of course as you expand and get more orders your list of supplies and materials will also grow.

Again you will notice that a lot of these items can be used even for your bake shop business. You will need baking pans, spatulas and mixers, an oven, moulds etc.

## **Module 3 - Learn How You Can Market And Advertise Your Business**

- Spreading the word about your business/Publicity.
- Marketing you cake decoration/bake shop business.
- Online and offline marketing ideas.

### **Spreading the word about your business/Publicity**

One of the best ways to market and generate publicity for your cake decoration/bake shop business is the ever popular and most effective “word of mouth advertising.”

You can ask you family and friends or neighbors or just about anyone you may have baked cakes for to spread the news of your business among their own contacts.

Some of the best referrals and orders come by word of mouth advertising. Since the person who referred you has already sampled or used your cakes, and or baked products he/she is in the perfect position to talk about your skills and quality offered to others.

Another excellent way of getting more referrals is to offer referral discounts. This is something that we hear all the time and a lot of businesses offer such discounts.

Whether you are interested in baking a range or products or are interested in cake decoration the baking business is here to stay. All you need to do is to be patient and keep coming up with new and unique decoration ideas for your cakes. In time you will be able to create a niche market for yourself.

## Marketing your cake decorating/bake shop business

Marketing is one of the most important aspects of running a business. If you want the business to grow and create awareness about your business then marketing becomes essential. Here are a few ideas to help you with creating your own marketing strategy:

- Most importantly your cakes/ baked products should be tastier, yummiier and better designed than your local bakery or your competitors. If you can aim for this then this will be the beset marketing strategy for your business. People who have sampled your baking will not only become your repeat customers but they will spread the word about your business among other people. This is also a great way of earning referrals and recommendations.
- Advertise your business with the local directories or use flyers and posters etc. Seasonal advertising is again an important strategy. For example the graduation season is from May to June or you can advertise aggressively during the wedding season. However if you are offering all kinds of baked products you will have an all year market.
- Partnering with wedding planners or agencies or coffee houses or bookstore etc is another great way of selling your cakes/baked products since these are the places where baked goodies score high. Of course you will have to for go and part of your profits, however the result will be that your cakes/baked products will get a great selling window and you can expect your customer base to expand as more people get to sample your baking
- Another option is to partner with event and party planners as they have extensive list of clients and occasions. This is a great way to extend your client base again as you can move beyond the birthday and graduation parties and deal with corporate clients as well.
- Free sampling products and sponsoring local and church events or fundraisers etc can do a lot of good to get the word out about your cake decoration/bake shop business.
- Send out press releases about your new business, making sure that you specify what makes your business special and different from the rest. The more newsworthy your release (e.g. did you create a very unique cake or have you come up with a different recipe for mice pies etc), the greater your chances of getting picked up by the editors.
- Build a website of your business with photos and referrals to showcase and reach out to a wider audience.
- Direct mail including postcards etc can serve as excellent marketing options. For example if you could send out postcards to parents with graduating or newborn babies and get them to reserve their cakes in advance. If you are aware of a community meeting or a church gathering or even a business meeting, direct mailing can help in bringing new clients. To make it more attractive you could offer a discount here too. Most people find it difficult to ignore discounts. So make the best use of it.

## Online and offline marketing ideas

Marketing does not have to necessarily have to involve high costs. There are several low cost marketing ideas that are just as effective and fruitful.

Here are just some of the options that are available to you.

### Offline marketing

- Print flyers and brochures about your cake decoration/bake shop business and distribute them at popular hang outs like, shops, and department stores, schools or any public place which is frequented by the general public.
- Another must and a great marketing tool are business cards and get into the habit of passing them on to people you know or meet.
- Place advertisements about your cake decoration/bake shop business with local directories or in the Yellow pages. Be creative when you write out your ads but remember to keep it simple, attractive and short.
- Talk about your business to family and friends at parties, or family functions or your church meetings or even the PTA meets. People at such gatherings are all potential customers.
- Warm up to the idea of giving something free this is an excellent way of creating awareness for your cakes/baked products. Donate them to charities to be displayed or you could leave a few samples of your cakes and bakes with retail shops (gift shops) and don't forget to drop your card along with it.
- It would do wonders for your business if you could get in touch with your local paper or magazine and set up a column or write an article about cake decoration or about baking in general. You could perhaps add a recipe every month. You can always add your business information at the end of the column or article.
- Use your answering machine as a marketing tool by adding information about your business at the end or the beginning of the phone message.
- Add information about your cake decoration/bake shop business to all your personal and business correspondence. You could also attach stickers, stamps and handwritten notes to your mail.
- Make sure that the packaging boxes you will be using for delivering your cakes and bakes hold information such as the name, address of your home or store, telephone number, website address.

## Online marketing

- Place advertisements about your cake decoration/bake shop business with online directories.
- Add information about your cake decoration/bake shop business to your email signatures. This way every email that leaves your inbox is armed with information about your business. Anyone receiving your emails can then pass on information about your business to their family and friends or colleagues.
- Home based business discussion group and forums are excellent options to spread the word about your business.
- You could also try networking as a means of creating awareness about your business. Most WHAM sites offer free link exchanges and use banner rotation to advertise each others businesses.
- You could also set up a website about your business and in due time if you are comfortable with it, start an online business as well. You can use your website to market extensively. Announce contests and offer one of your cakes or a batch of cookies etc as the prize, or offer discounts on costly or multiple purchases made by your customers. When ever you choose to give away something as a gift or a prize don't forget to add a picture of your cake or baked products. This is added temptation and almost never fails as a bait.

These are just some easy and cheap ways in which you can advertise your cake decoration/bake shop business.

## Module 4 - Pricing And Sales

- Pricing your cakes/bakes
- Factors influencing pricing.
- Selling your cakes/bakes tips and suggestions.

Pricing is the core issue of any business. It is what decides how your profit figures will shape out. Thus it is vital that you price your cakes and baking products accordingly.

The cardinal rule to pricing is simple; cover the expenses of your inputs (labor, supplies, time, and misc. expenses) then add an amount to that figure that will earn you a decent profit while keeping it at a relative figure to what your competitors are charging.

One of the biggest mistakes that most new and old small business owners make is that they end up short charging their products and end up incurring losses. The whole purpose of starting a business is so that you can do what you like doing and in the bargain earn a nice profit. And when you short charge you run the risk of repeating your losses.

### Factors influencing pricing

Pricing is influenced by several factors irrespective of the nature of the business. Here are a few considerations to bear in mind when you are sitting down to create a pricing strategy for your cakes-

**Profits** obviously the most important consideration; your profit margin is directly affected by what you charge your customers. Obviously a higher price tag will result in higher profits and a lower price tag will lower your profit margin.

**Competition** is rife in the cake decoration/bake shop business and is also the best way of coming to a decision on what you should charge for your products. All you need to do is make a few inquiries as to what your local bakeries and competitors are charging for similar items.

**Labor** you are investing time and effort into baking your products and or baking and decorating your cakes. So don't forget to add labor costs when setting a price for your cakes and bakes. A lot of people make the mistake of undermining the effort that they put into their work. You don't want to do that if you want to create a successful business. Charging people for your effort and time is only fair.

**Material costs of items used** while the decoration might differ with different cakes and the recipe for different baked products is different, none the less you are spending time, effort and money. So based on what goes into baking and or baking and decorating a cake create a price list of items used.

**Overhead costs** includes things such as electricity, rent (if you are working out of your home), trips to the store, fuel etc. These are the costs you incur indirectly in your business. Again overheads differ with every cake.

**Delivery charges** If your client wants you to deliver the cake then that is also a charge incurred by you. So if you are delivering the cake to your customer then don't forget to add that to the price of the cake. Again if you offer delivery options in your bake shop business you will incur the same costs. So don't forget to add delivery charges to your baked products.

**Packaging** Of course when you deliver a cake or any of your baked products it will have to be encased in some form of packaging. Cardboard boxes are the norm and they do cost money. So these should also be included.

**Miscellaneous costs** in addition to all of the above expenses, if there are any other kind of costs that you incur in your business it will be considered as miscellaneous costs.

Once you have considered all these factors you will be much better placed to come up with a price strategy. Remember include all costs to you, add labor and time and then add a number to it that will fetch you a nice profit without over charging. In most instances, the entire cost of baking and decorating a cake or even baking any of your bake shop products should come to around 20% to 40% of the price that you have set for your products which still leaves you with a good margin of profit.

## **Selling your cakes/ tips and suggestions**

Once you are done with the marketing and advertising and pricing the last stages of setting up and running your business involves the actual selling.

Here are a few ideas on how can jumpstart the selling part of your cake decoration business-

**Start small/specialize** - as a new business owner you may not find it easy to attract customers. As you start out, it is best if you can specialize in a particular kind of cake or cakes for occasions. When you start out with specialized selling like a wedding etc you are more in tuned to the needs and demands of your customers. The advantage is that you can focus better and pay attention to just what is required. Besides this, it becomes easier to focus your marketing and advertising if you can channelize your efforts towards a particular section of clients or occasion.

Of course you don't have to just stick to one kind of occasion cake, once you are set in your business it is only natural for you to diversify. However starting out simple is easier and cheaper and almost always offers a steady income until you are on your feet.

**Strive to constantly revive and reinvent your creativity** - The cake decoration business is highly competitive. This means that you have to constantly come up with new ideas to decorate your cakes.

Besides as is the case with all markets, changes and trends are the norm. So be prepared to do a lot of new work with every cake or order that you take up.

**Understand customer expectations** - this is a customer driven business and the only way you can really succeed is to listen to your clients. Most people know what they want and you as a cake decorator need to understand just what the customer expects. Of course with a second or repeat customer you can offer your own opinion. However with a first time customer it is always best to go by with he/she wants.

**Offering your cakes for free** - One of the most powerful sales strategies is to offer a few cakes for free at charities or at fundraisers, churches or community centers. Leave your card behind and you can be sure of expecting a call for your cakes soon enough.

## Module 5 - Relationship Management Tips

- Build relationships with existing clients and learn how you can win potential clients.
- Relationship Marketing Tips for Cake Decoration/bake shop Business.

## Relationship management

In the cake decoration/bake shop business you will be constantly interacting with your clients. This is a people to people kind of business and this means that you will have to master customer relationship building techniques.

It helps if you are a people person to begin with as it becomes easier to understand and interact with your customers. And you will agree when I say, this business is centered on the needs and wants of your clients.

One of the surest ways of getting ahead in the customer relationship game is to place the wants and expectations of your customer first. And remember the golden rule of a successful customer relationship "the customer is always right"

The reason why there is all this emphasis on building a personal and working relationship with your client is because it is vital from a business point of view. If you can keep your clients happy then it can only translate into more business and revenue for you.

Here are some reasons why you should strongly focus on building good relations with your clients -

- The time, money and resources spent on marketing the business reduces.
- The good will of your business increases as your existing customers spread the word about your business among their contacts, family and friends.
- This is one sure way of ensuring that the clients keep coming back and business does not slack off or slows down.
- You clients are the best source of information when it comes to when it comes to trends and ideas of what is selling.
- Your profit graphs show a slow but gradual upward movement more customers come to you since they are assured of quality.

## **Tips on building a good relationship with your clients**

Listening to what your client expects is the key to building a healthy relationship with your clients. If you can understand their needs and ideas then you can deliver on their expectations thus ensuring a repeat customer in them.

The best way to gain a repeat client is to deliver what he/she wants.

Add that personal touch Whenever you meet with a new or existing client, focus on giving them what they want while imparting valuable information and advice on what they want and are looking for.

It helps to remember that a happy customer will do a good job on spreading the word about your business.

One of the most important aspects to building your credentials is by offering the name of another vendor if you are not able to supply what he/she is looking for. They will appreciate your help and in future when they know you can offer them what they need, will come back to you.

A good way of building on your customer base is by holding “customer discounts,” or offering freebies to your special customers. You could also offer things like free delivery of their cakes etc to your existing clients.

This is one way of making and keeping new and old clients.

## Conclusion

The cake decoration/bake shop business is one of the best options for anyone seeking a home business setup or is looking to convert a hobby into revenue generating career opportunity. Of course it involves a lot of work by way of having to constantly come up with creative decorative ideas and recipes with every cake or baking order that you take up. However the perks of the business definitely out shine any of the hard work that you might have to endure.

This business offers an alliance between artful creativity and food. It is unique in that respect. However there are not a lot of business opportunities that offer fun, entertainment, appreciation and an earning potential as does the cake decoration/bake shop business.