



YOUR STEP BY
STEP GUIDE TO
SETTING UP A
HOME BASED
CAKE BUSINESS
IN IRELAND

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1 Introduction:

Setting up a home based cake business involves several steps to ensure that your business is legally compliant, safe and ready for success



Dream big work hard, and make it happen

2 Getting Started

Setting up your cake business

Research & Planning

- Conduct market research
- Create a business plan
- Decide on a business name.

Legal Registration

- Register your business name with CRO.
- Register with revenue for tax purposes.
- Determined if you'll need to register for VAT.

*Check your chosen name is also available for social media and website domain

3 Ensuring Food Safety & Compliance

Food Safety:

- Complete food safety training (e.g., HACCP)
- Contact your local Environmental Health Officer (EHO)
- Schedule a kitchen inspection by EHO.

Your EHO is on your side ask their advice on compliance they want you to run a successful cake business.

Legal Requirements:

- Register your food business with local authorities
- Review food safety regulations and guidelines. (ie. labelling laws and allergen advice)

Insurance:

- Obtain public liability insurance.
- Consider product liability insurance.
- Look into business equipment insurance.
- Check with your home insurance you may not be covered to operate a business from home under your normal home insurance.

You can get Home baking and Sugar craft insurance from specialist insurance companies such as Mast or Pyke Insurance.

4 Managing your Finances

Banking & Accounting:

- Open a separate business account.
- Keep all receipts don't mix household a business expenses
- If your not experienced in bookkeeping /accounting get an accountant they will advice on software needed or if simple spreadsheets to track income and expences will suffice.

Pricing

- Work out your costs and pricing early.
- Make sure to include all expenses when working out your overheads (your time is an expense)
- Your pricing needs to be competitive but also profitable.

5 Building Your Brand

Branding:

- Create a branding pack ie. Logo, colours, Fonts to be used on all social media and printed material.
- Think about business cards, stickers, cake care guides, allergen advice, invoices etc.

Online Presence:

- Set up social media accounts ie. Facebook, Instagram, Tiktok
- Consider a website

Marketing:

- Think about getting help with marketing, social media is a wonderful free resource that should be used to its full potential.
- Run promotions Showcase your work share reviews.

6

Your tool kit for success

- Timesheet
- Running Costs
-
-

This section will grow each month
will see me share new templates to
help you grow your cake business

MONTHLY RUNNING COSTS

Financial Goals

Tracking your business expenses is crucial for effective cash flow management. By staying on top of your costs, you can plan for periods when extra cash is needed and aim for higher sales to cover these expenses.

	Estimated	Actual	DIFFERENCE
Rent			
Energy			
Phone			
Marketing			
Insurance			
Transport			
Website			
Software			
Memberships			
Training			
Accountant			
Bank fees			
Stationery			
Repairs/ Equipment			
Wages/drawings			

Use the table above to compare your estimated and actual expenses each month, and note any differences. This will help you identify areas where you can cut costs or need to allocate more funds.

Notes