

Hidden Costs for Cake Makers – Master Checklist

Utilities & Energy

- Electricity / Gas (ovens, mixers, lights, heating)
- Water (cleaning, boiling, washing)

Packaging & Presentation

- Cake boxes / cupcake boxes / treat bags
- Cake boards, drums, dowels, supports
- Ribbons, stickers, labels, tissue, bags

Cleaning & Consumables

- Washing-up liquid, sponges, cloths, sanitiser
- Gloves, piping bags, parchment, cling film, foil
- Food-safe wipes, bin bags

Delivery / Transport

- Petrol / diesel
- Parking / tolls
- Mileage / wear & tear
- Delivery boxes, anti-slip mats, cool boxes

Admin Time

- Enquiry emails & messages
- Quotes & invoicing
- Design sketches, mood boards, order forms
- Customer communication & follow-ups

Business Overheads

- Website hosting, domain
- Accounting software, Canva, photo apps
- Business cards, flyers, printing
- Rent / workspace costs
- Insurance, licenses, food safety certs

Tools & Equipment Wear

- Mixers, ovens, fridges/freezers, repairs
- Small tools (spatulas, scrapers, tins, nozzles)

Training & Development

- Courses, memberships, workshops
- Books, templates, tutorials

Marketing Costs

- Paid ads (FB, Instagram, Google)
- Photography props / backgrounds
- Sample boxes for promotion

Wastage & Testing

- Test bakes / failed bakes
- Spare portions
- Leftover ingredients going out of date

■ *Tip: Even if small, add these costs into your pricing by spreading them across each order. This ensures your business is sustainable and profitable.*