

Excel-vifem school of cakes & culinary arts



PROFITABLE CAKE BUSINESS CHECKLIST

✓ Business Setup & Registration

- Choose a unique and memorable business name
- Register your business with **CAC (Corporate Affairs Commission)**
- Get a **business bank account** for easy transactions
- Obtain necessary food handling and hygiene certifications
- Set up a **simple bookkeeping system** for tracking expenses and sales

✓ Cake Production & Quality Control

- Research and perfect your cake recipes
- Source high-quality ingredients at wholesale prices
- Invest in reliable baking equipment and tools
- Maintain proper hygiene and food safety standards
- Test and improve cake flavors and designs regularly

✓ Pricing & Profitability

- Calculate your **cost per cake** (ingredients, electricity, labor, packaging)
- Set **profitable pricing** (cost + profit margin)
- Offer **tiered pricing** for different cake sizes and designs
- Reduce waste and maximize ingredient use

✓ Marketing & Branding

- Create a **business logo and brand colors**
- Design a **professional social media page** (Instagram, Facebook, TikTok)
- Take **high-quality pictures and videos** of your cakes
- Use **hashtags and trends** to increase visibility
- Offer **seasonal promotions** (Easter, Christmas, birthdays, weddings)

✓ **Online Presence & Sales Channels**

- Build a **simple business website or landing page**
- List your business on **Google My Business**
- Use **WhatsApp Business for customer engagement**
- Sell cakes on platforms like **Jiji, Konga, and Instagram Shop**
- Accept **multiple payment options** (bank transfer, POS, USSD)

✓ **Customer Service & Retention**

- Create a **smooth order process** (order form, WhatsApp, website)
- Offer **prompt and professional customer service**
- Keep track of customer birthdays and offer discounts
- Encourage **referrals and repeat customers**
- Request and share **customer testimonials**

✓ **Delivery & Logistics**

- Partner with **reliable dispatch riders** for on-time deliveries
- Package cakes securely to prevent damage
- Offer **pick-up and delivery options**
- Clearly communicate delivery timelines and fees

✓ **Scaling & Business Growth**

- Offer cake decorating or baking classes for extra income
- Introduce **pastries, cookies, and small chops** for variety
- Explore **bulk and corporate orders**
- Partner with event planners and vendors for regular bookings
- Automate processes like order tracking and inventory management

✓ **Legal & Financial Management**

- Keep daily records of sales and expenses
- Separate **personal and business finances**
- Set aside money for **business reinvestment**
- Explore **business loans or grants** for expansion

CONCLUSION

As a small cake business or food business owner, it may be very difficult to tick ALL the boxes but do you know that knowing what you need is a FIRST STEP to that profitable business, now taking action steps one after the other shows the future is promising

DON'T BE OVERWHELMED, TAKE IT ONE STEP AT A TIME, SEE YOU AT THE TOP!

Alonge Victoria

Excelvifem

BEFORE YOU LEAVE

LET'S INTRODUCE YOU TO A WEEKLY ROUTINE (You just use it as a sample to do something nice for your schedule),

SOUND GOOD?

SCROLL TO NEXT PAGE



A STRUCTURED WEEKLY ROUTINE FOR A CAKEPRENEUR

This routine considers the **typical schedule of a Nigerian cake business owner**, balancing production, marketing, customer service, financial management, and business growth.

Weekly Routine for a Profitable Cake Business

Day	Morning (7 AM - 12 PM)	Afternoon (12 PM - 5 PM)	Evening/Night (5 PM - 10 PM)
Monday	Plan weekly tasks & goals Check & order ingredients Follow up with old customers	Bake and decorate pre-ordered cakes Respond to new inquiries & take orders	Post on social media (Instagram, WhatsApp, TikTok) Research cake trends & pricing
Tuesday	Bake and complete pending cake orders Quality control & testing new recipes	Deliver orders via dispatch riders Customer follow-ups and reviews	Edit & post cake-making videos (Reels/TikTok) Engage with audience & reply to comments
Wednesday	Market research: Check competitors & industry trends Reach out to event planners for partnerships	Attend baking workshops or online courses to improve skills Follow up on payments	Update bookkeeping records Plan promotional offers & discounts
Thursday	Bake and decorate for weekend events Test & document a new cake design	Take high-quality pictures/videos for content Engage customers via WhatsApp status & stories	Schedule social media posts Work on branding (logo, website, packaging)

Day	Morning (7 AM - 12 PM)	Afternoon (12 PM - 5 PM)	Evening/Night (5 PM - 10 PM)
Friday	Promote business via paid ads or collaborations Offer limited-time discounts	Process bulk weekend orders Review order list & confirm deliveries	Post engaging content (customer testimonials, cake behind-the-scenes)
Saturday	Bake and decorate cakes for weekend events Ensure proper hygiene & kitchen cleanliness	Deliver cakes for weddings, birthdays & corporate events Take customer feedback	Post pictures/videos of weekend work Plan for next week's orders
Sunday	Rest & refresh (self-care/family time) Attend church or community activities	Brainstorm new ideas for cakes & promotions Plan for bulk ingredient purchases	Light engagement on social media (stories, reposts) Update financial records & assess business growth

Key Activities & Frequency

Activity	Frequency
Baking & Decorating Cakes	Daily (as per orders)
Social Media Posting & Engagement	5-6 times a week
Customer Follow-ups	2-3 times a week
Taking & Editing Cake Photos/Videos	3 times a week
Checking Financial Records	Weekly

Activity	Frequency
Marketing & Promotions	Weekly
Partnering with Vendors/Event Planners	Bi-weekly
Attending Workshops/Online Courses	Monthly
Testing New Cake Designs & Recipes	Monthly
Updating Pricing & Market Research	Quarterly

Growth Tips for Cakepreneurs

- **Stay Consistent** – Growth happens over time, not overnight. Stick to the schedule.
- **Leverage WhatsApp Marketing** – Most Nigerian customers prefer direct messaging. Use WhatsApp for promotions, testimonials, and customer engagement.
- **Invest in Quality Pictures & Videos** – Visual appeal sells cakes! Ensure all content is clear and attractive.
- **Build a Strong Brand** – Consistent logo, brand colors, and packaging improve credibility.
- **Offer Exceptional Customer Service** – Quick response time and good relationships lead to repeat customers.
- **Think Beyond Cakes** – Offer cake classes, themed treats, or special bulk orders to increase income

Now that you have your success checklist, take it further! Watch real-life cake projects (House Cake, Fish Scale Cake, Airplane Cake and more still uploading) in our exclusive Behind-the-Scene VIDEOS Membership. Click [HERE](#) to get access.

<https://www.excelvifemculinary.com/bts>

START IMPLEMENTING, GET YOUR CAKE COSTING TEMPLATE HERE:

<https://www.excelvifemculinary.com/cake-costing>

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