



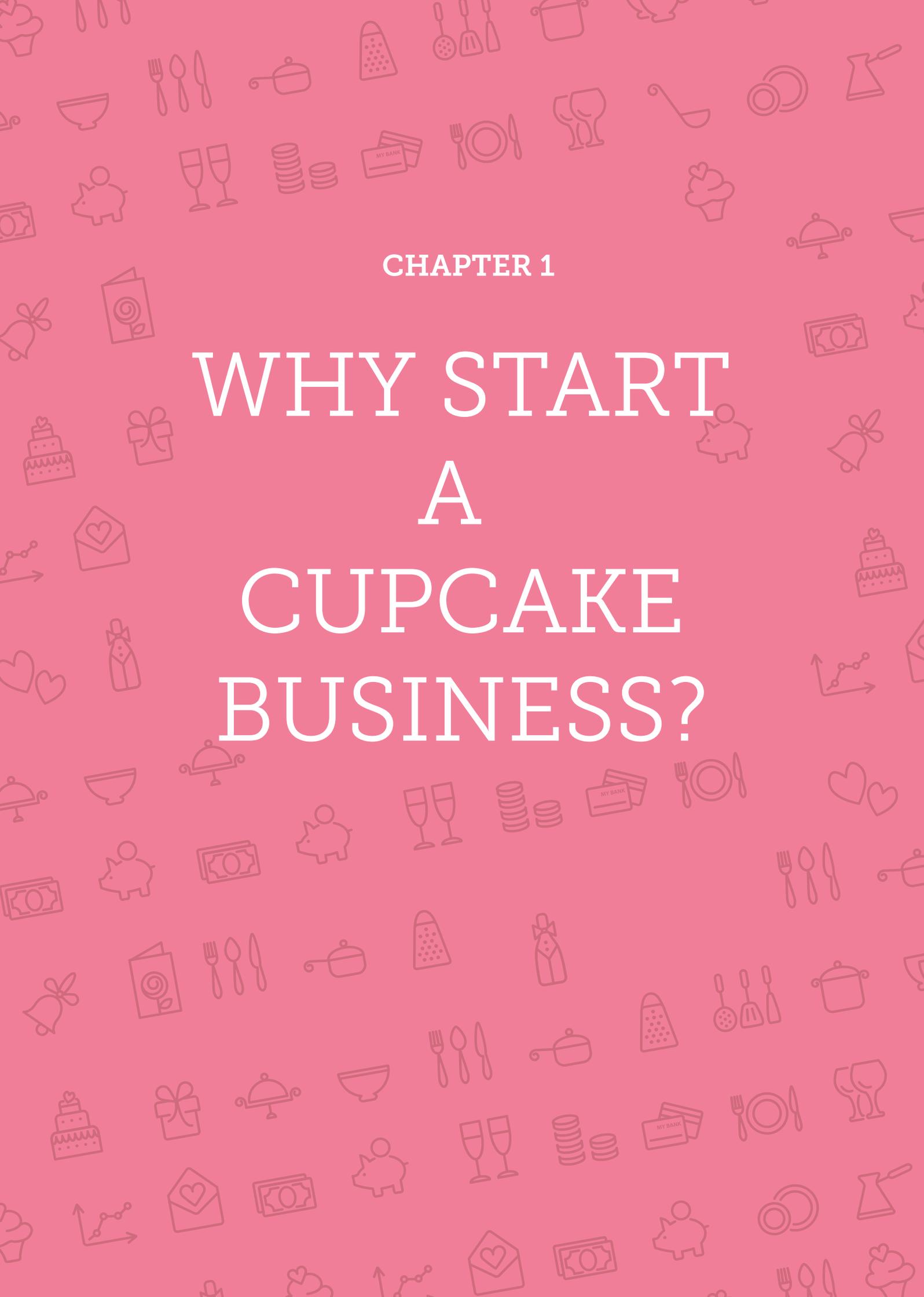
HOW TO  
START  
YOUR OWN  
*cupcake*  
BUSINESS



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CHAPTER 1

# WHY START A CUPCAKE BUSINESS?

## Introduction

Cupcake businesses are a hot topic and it's easy to see why; with low start-up costs and room for big profit margins, setting up your own cupcake business is a dream that many have turned into reality.

Have a look at some of the greats already out there who have made their fortune by starting a cupcake business - Carlo's Bake Shop from the TV show 'Cake Boss', the Hummingbird Bakery in London, New York's Magnolia Bakery and Sprinkles - the world's first cupcake-only bakery based in Beverly Hills. And don't forget the hysteria caused by the UK's Great British Bake Off, shown on the BBC every summer. With all this entrepreneurial success surrounding baking, it's no wonder cupcake businesses are booming.

So, to help get you going with your very own cupcake business, we've put together this 'how-to' guide to help you through the process. Whether you want to know more about cupcakes recipes, how to write a business plan, marketing ideas or food hygiene, we've got it covered.  
Ready? Steady? Bake!

## Benefits of Starting Your Own Cupcake Business

Even in an economy where cash-flow is slow and people have less money to spend, cupcake businesses are still taking off. Cupcakes are seen as a luxury product but, with their small price tag for consumers, they're seen as the ultimate feel-good purchase that won't break the bank. Benefits for you, the business owner, include:

- » Low start-up costs.
- » The ability to be creative in your job.
- » A simple business model to follow.
- » The ability to create your own working schedule.
- » Diversification opportunities once the business takes off.
- » The business can be run from home.

Melissa Morgan is a successful vegan cupcake bakery owner who started her business, Ms Cupcake, from her home kitchen in 2010, selling vegan cakes at markets around London. You can read her start-up story on the National Cupcake Website here:

[http://www.nationalcupcakeweek.co.uk/page/ms\\_cupcake\\_s\\_blog.html](http://www.nationalcupcakeweek.co.uk/page/ms_cupcake_s_blog.html)

## Why You Shouldn't Start a Cupcake Business

Starting your own business sounds great, right? But don't expect it to be sugary-sweet all of the time. Here are a few things that you may want to consider before you get started:

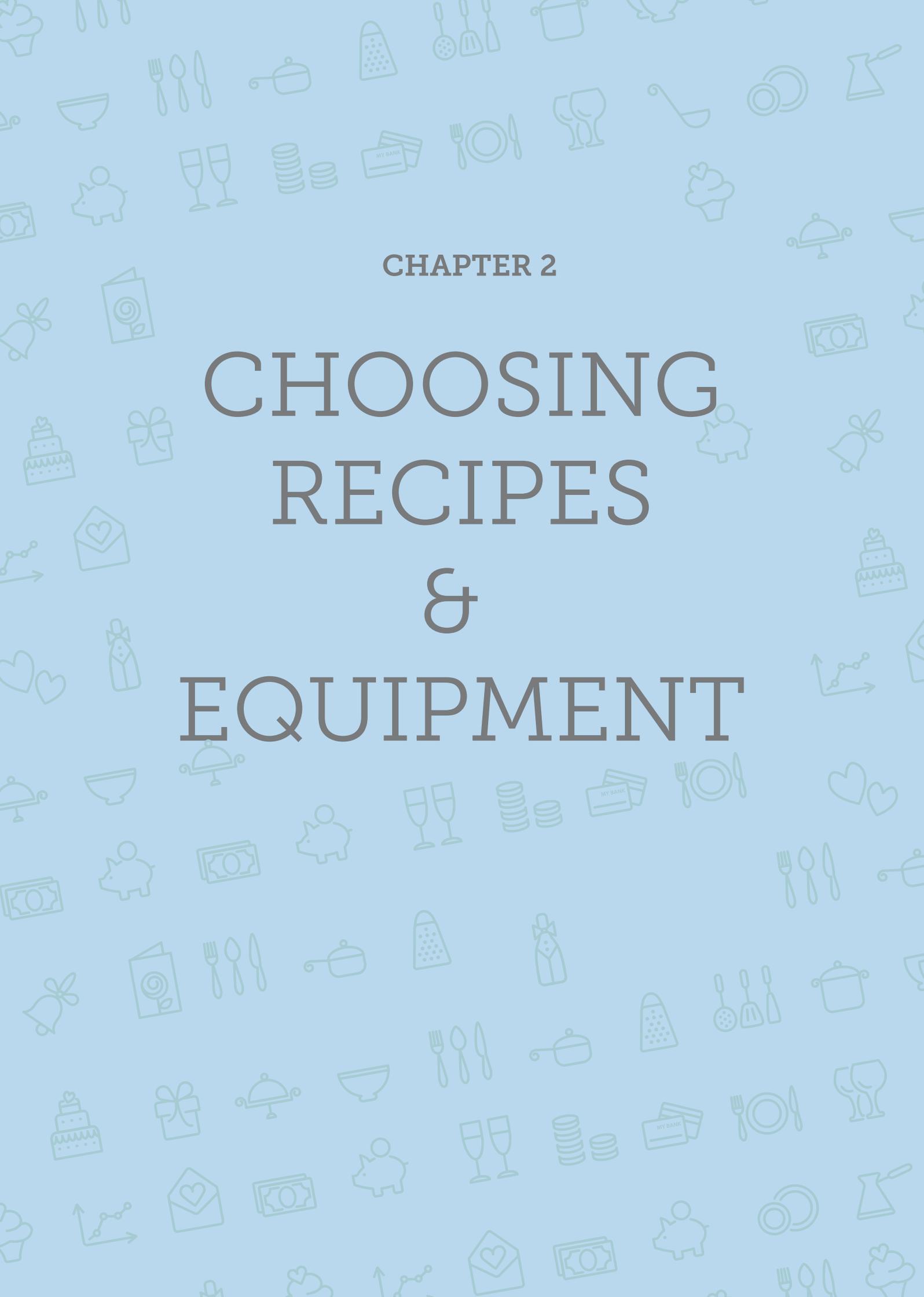
- » Long working hours and less time off work.
- » Stress.
- » Uncertainty over the business' future and success.
- » A need for increased communication skills.
- » The financial risk.
- » Legal and compliancy pressures.
- » Not enough space at home to deal with all aspects of the business.

Heather Saffer, winner of the USA Food Network's 'Cupcake Wars', wrote her own article titled '7 reasons why you should not open a cupcake business', providing a great insight into the life of a cupcake business owner. You can read the full article here:

<http://heathersaffer.com/7-reasons-why-you-should-not-open-a-cupcake-bakery/>

## Quick Tips

Use an ice cream scoop to measure out your cupcake mixture into the cases to ensure even portion control!



CHAPTER 2

CHOOSING  
RECIPES  
&  
EQUIPMENT

## Choose Your Cupcake Recipes Carefully

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It goes without saying that the most important part of your cupcake business is the cupcakes. They are the star of the show and the reason why customers will flock towards your kitchen over anyone else's. Choosing the right cupcake recipes to use, therefore, is incredibly important.

First and foremost – learn to bake! And learn to bake well; practice really does make perfect! Test out your recipes on family and friends and ask for their honest feedback so that you can make improvements and then repeat this process until your cupcakes are the best that they can be. Remember: bake, taste, improve, repeat! When choosing your basic cupcake recipe, look out for ones that are simple and proven to work. Click to the end of this document to see a few fun cupcakes recipe ideas to get you inspired!

Also consider whether you want to specialise in one particular area or diversify into several. You may want to start your business with a basic range of vanilla and chocolate cupcakes and then expand the range as the business becomes more successful. A few ideas include:

- » Plain cupcakes with different icing variations.
- » Flavoured cupcakes.
- » Allergen, dairy or gluten-free cupcakes for special diets.
- » Wedding and celebration cakes.
- » Full-size cakes as well as cupcakes.
- » Tray-bakes and bars.

## Kitchen Equipment – the Top 10 Essentials for

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### Cupcake Bakers

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It's also vital that you have a well-equipped kitchen before you can open your cupcake business - even if you're planning to bake at home, rather than in a commercial kitchen. Here are our Top 10 Essentials for all cupcake makers:

1. A good quality food mixer.
2. Non-stick cupcake trays (enough to do at least 2 batches of cupcakes).
3. Digital scales for accurate measuring.
4. Cooling racks.
5. Measuring spoons for accuracy of ingredients.
6. Mixing bowls.
7. Wooden spoons.
8. Rubber spatula for easier handling of cake mixture and icing.
9. Cupcake cases.
10. A good oven.

## Quick Tips

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Set up a [Twitter](#) and [Instagram](#) account for your cupcake business and post photos and updates regularly - people love the ability to interact and social media is an invaluable source of free marketing!



## Do Your Market Research

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Researching the market is an essential first-step in setting up your cupcake business as it can be dangerous to assume that you already know everything about your intended market.

Market research will help you to identify several key areas that are important to focus on if your business is to succeed. It will help to identify who your target audience is, what they are looking for, how often they want it, how much they are willing to pay for it and whether you will have any other competition.

### Things that you need to find out during the market research stage include:

- » What kind of cupcake business are you going to open?
- » Which recipes will you use? Have they been tested?
- » Who are your customers and what is their demographic?
- » Will you sell your products online, in a shop or both?
- » Will you sell just cupcakes or full-size cakes and tray-bakes too?
- » Will you be a catering or retail business?
- » Are there any local events that you can sell your cupcakes at?
- » Will you rent or buy premises outside your home? Where will this be?
- » Will you have a delivery option? What are the costs and demand for this?
- » Is there any existing competition? What do they offer?
- » Do you need any insurance, certificates or licences to operate the business?

## How to Write Your Business Plan

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Every business needs a plan. The idea is that you write down, in one document, everything about the business to make your opportunity sound as attractive as possible to potential business partners and financial lenders. It also helps you to keep a focus on what your business objectives are so that you understand 100% what you are aiming towards and how you are going to get there.

Writing a business plan doesn't have to be a complicated job and, for a small cupcake business, it doesn't have to be very long. As long as you get all the key information written down in a logical order, then your business plan is good to go.

### Topics to include in your business plan are:

- » The name, address and contact details of your business.
- » Information on the management of the business; who's in charge?
- » Your company's Mission Statement: in one sentence, summarise the aim of your cupcake business.
- » Where you will operate from; where is your office or kitchen, how big is it and what are the overhead costs involved?
- » Your start-up costs; what equipment do you need to buy? Do you have any insurance or training to pay for?
- » The everyday costs of the business; how much will you spend on ingredients and overhead costs on a weekly or monthly basis?
- » Funding and financial projections; where do you plan to get the money from to start the business and what are your projected profits/losses for the next month, year, 2 years etc? How will you maintain the cash-flow?
- » Will you work on the business full-time or alongside your day job?
- » Does your business have any competition and what are the features or benefits of your own business that will make it stand out?
- » What is your marketing strategy?
- » Do you have the logistics in place to deal with delivery, customer service, insurance etc?

Start your business plan in a word-processor document on your computer, grab a notebook or bring up a new page on your tablet – it doesn't matter where! We've put together a simple 'One Page Business Plan' template that you can use to get you started which you'll find towards the end of this document.

If you need further help with learning how to start a business, High Speed Training's 'Starting a Business' online training course could be just the thing you're looking for. Take the course online, at home and in your own time and learn all about the basics for starting your own business. You can find more details about the training here:

<http://www.highspeedtraining.co.uk/business-skills/starting-a-business-course.aspx>

## Quick Tips

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Don't open your oven part way through baking to check on your cupcakes - the rush of cold air and slam of the door will eliminate air bubbles and cause your cakes to sink!



## Legal Requirements for Food Businesses

All food businesses, no matter if they're a restaurant, café, bar, bakery, sweetshop or market stall, need to ensure that they adhere to legal requirements. We've detailed the areas you need to consider below to help keep you on the right side of the law:

**Registering the business** – Food businesses must be registered with the local environmental health office and with HMRC. Scroll down this document to the next section to find out more about registering your cupcake business.

**Food and drink licences** – Will you be serving alcohol, selling hot food or selling food on the street as part of your business? If you are then you'll need a special licence for it. Speak to your local authority for more information.

**Food hygiene requirements** - Food legislation, notably the Food Hygiene Regulations 2006 and the Food Safety Act 1990, state that everyone who handles or is associated with food as part of their work has a legal responsibility to safeguard that food. You can find out more about obtaining a relevant food hygiene certificate later in this document.

**Risk assessment** - You must undertake a risk assessment to ensure any food safety hazards are eliminated or minimised. This is known as a 'HACCP' control system. Find out more about HACCP with an online training course:

<http://www.highspeedtraining.co.uk/food-safety/level-2-haccp-course.aspx>

Or on the Food Standards Agency website:

<http://www.food.gov.uk/business-industry/caterers/haccp/>

**Layout of the premises** – All food businesses must be designed, equipped and operated in ways which prevent injury and the contamination of food and must also have appropriate washing facilities. Your local environmental health will assess your kitchen to ensure that it is suitable for use in your business.

## How to Register Your Cupcake Business

All food business must register their premises with their local environmental health service at least 28 days before opening. It's free to do this and applies even if you're working from your kitchen at home. If you have more than one premises - perhaps you're making use of your neighbour's kitchen too - then you will need to register each of them.

When you register, an Environmental Health Officer (EHO) will come round and inspect and certify your kitchen in line with health and hygiene regulations. They will also advise you on matters such as nut content, food allergies and product labelling. To register your cupcake business, first you'll need to download an application form and fill it in. You can either get a form from your local authority or download the standard form produced by the Food Standards Agency here:

<http://www.food.gov.uk/multimedia/worddocs/registrationform.doc>

To find details of your local authority, enter the street, town or postcode of your business into the form on the Food Standards Agency's website:

<http://www.food.gov.uk/enforcement/yourarea/>

Don't forget that you'll also need to register your business with HM Revenue and Customs (HMRC), no matter how small your business is. You need to register as self-employed (or as an employer if you have staff) and ensure that you keep up-to-date records of your business' money for your income tax self-assessment each year. Learn more about how to register your business with HMRC on their website here:

## Quick Tips

Looking to score highly on your food hygiene inspection? Make sure you're following all food safety procedures correctly!

Why not consider learning more about HACCP food safety systems, too?

## Ensure You Get a Food Hygiene Certificate

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Food safety regulations state that anyone responsible for handling and selling food must ensure that the food they sell is safe to eat. This is a legal requirement and so all cupcake business owners must make sure that they, and their staff, are fully-versed in all things food hygiene.

The easiest and best way to do this is to take some form of food hygiene training, as this will ensure that you learn about all the relevant and important topics in one session. You should then aim to refresh your training every 3 years to make sure that you're up-to-date with any changes in the law or food safety practices.

The level of food hygiene training that you will need depends on your own personal assessment. If you're new to working with food then a Level 2 course in food safety is the most appropriate. If you plan to be in charge of a large kitchen with lots of people, then a Level 3 is more suitable.

High Speed Training offers a certified online Level 2 Food Hygiene course that you can take from home and in your own time. Simply sign up to the course on the website, complete the training and you'll be sent a certificate to prove to the EHOs that you're complying with the law. Sound like something you'd be interested in? Head to the High Speed Training website for more information:

<http://www.highspeedtraining.co.uk/food-hygiene/>

Safer food, better business (SFBB) is another aid that new cupcake business owners can look towards for advice. Created by the Food Standards Agency, SFBB helps small businesses with their food safety management procedures and food hygiene regulations. You can download the Safer Food Better Business pack from the Food Standards Agency website here:

<http://multimedia.food.gov.uk/multimedia/pdfs/publication/sfbbwebfriendlypack0513.pdf>

## Business Insurance

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Alongside your business registration, food hygiene certificate and appropriate licences, it is also incredibly important that you look into getting insurance for your cupcake business.

Accidents, damage to your equipment and theft may be covered in your kitchen at home by your home insurance so make sure that you check your policy to see what is and isn't included. Anything outside of your home is unlikely to be covered, however, and so will need addressing separately.

Business insurance is important because if, by accident, you made a bad batch of cupcakes and one of your customers fell ill, then you could be liable and face prosecution if you're not suitably covered. A quick search on the internet for 'small business insurance' is all it takes to get you on your way to safety.

## Quick Tips

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Cover your whole cupcake in frosting to ensure that they don't dry out when on display. Spread the icing right out to the edges so no cake is left uncovered!



## How to Advertise Your Cupcake Business

So you've got all the planning, practising and legal arrangements out of the way, now it's time to begin outlining your marketing strategy. How will you sell your cupcakes? How will you get the word out so that people know who you are? Advertising is key for the promotion of your business.

Think about what kind of media you want to use for your marketing; are you trying to project a particular kind of image to your target audience? Options include:

- » Advertising in magazines/newspapers.
- » Sending out catalogues.
- » Word of mouth
- » Handing out free samples.
- » Designing business cards and letterheads.
- » Holding a stall at trade shows or fairs.
- » Using signage and packaging with your logo on.
- » Advertising on websites or having your own website.
- » Social media; Twitter, Facebook, Instagram etc.
- » Handing out leaflets.
- » A press release or launch day for when you first open.

## 15 Top Marketing Tips For Your Cupcake Business

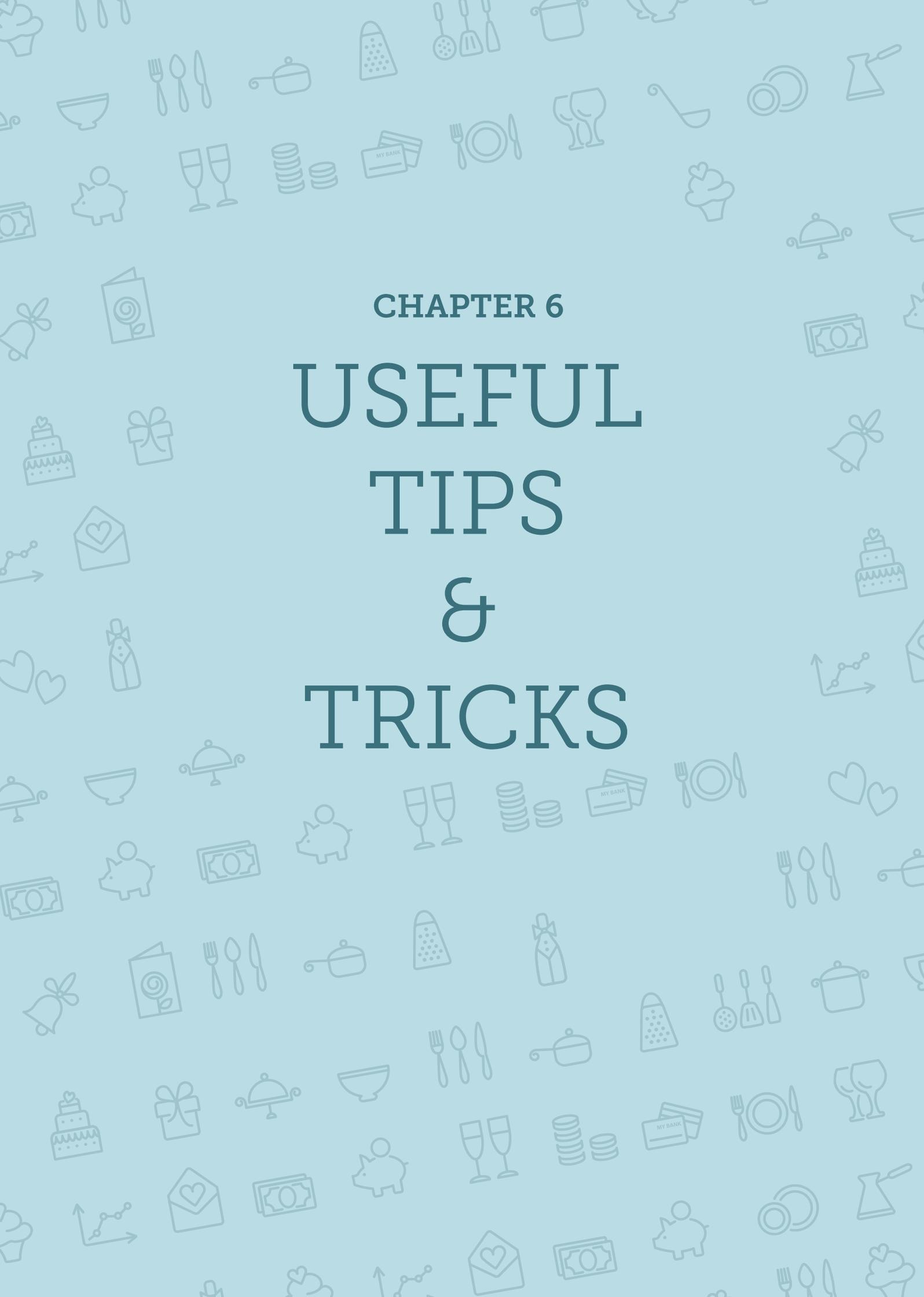
Want some marketing ideas that will blow your competition out of the water? Here are 15 Top Marketing Tips that you may find useful:

1. Use great photographs! Whether these are on your website, leaflets or menu board, great photos will capture people's attention. You don't need a fancy camera or photographer to do this, just practice with your normal camera until you learn what does and doesn't work. Alternatively, look for food photography lessons in your area to get ahead of the game!
2. Choose unique names – give your cupcakes quirky names that will help them stand out from your competition. Why not celebrate seasonal events, such as Hallowe'en, Wimbledon and Valentine's Day with themed cupcakes, too?
3. Bake speciality cupcakes – specialise in dairy, gluten or allergy free cupcakes to give you a distinguishing factor from your competition.
4. Funky packaging – as with photographs, images speak a thousand words, so it's worth investing in some really good, really stand-out packaging for your cupcakes.
5. Give out free samples - head out and about to trade shows, into the high street or to local businesses and give out free cupcakes for people to sample. Hopefully they'll remember you and find your bakes so delicious that they'll soon be back for more!
6. Tweet, blog and Instagram your cakes – social media plays a huge role in marketing these days and best of all, it's free! Be sure to put regular updates online so that people can see and share your creations around the web.
7. Cater small events for free – perhaps you know a business that's having an end of year party or a school that needs a raffle prize: donate something to the event free of charge and you'll be surprised at how many new customers you can accrue.
8. Use special offers – buy one get one free, 3 for the price of 2, 10% off every box of 6... use special offers to tempt new customers in.

## Quick Tips

Don't forget to think about how you will store your cupcakes - those with cream must be refrigerated and the rest can be kept in air-tight boxes for 2-3 days. It's also possible to freeze plain cupcakes for up to 3 months before defrosting and icing!

9. Set up a mailing list – collect your customers' email addresses so that you can send out a monthly newsletter featuring all of your latest bakes and promotions. You could even consider sending out special discount vouchers to subscribers as an incentive to get people to join.
10. Take part in charity events – donate cakes to charity projects, host fundraisers at your bakery or donate a percentage of your profits to a dedicated charity. Giving back to the community is a brilliant way to show you care.
11. Run cake decorating classes – this might be an idea for further down the line, but diversifying your business into other areas will make you unique from your competition. If you don't have time to run classes yourself, why not look at linking up with a local college or club?
12. Provide excellent customer service – a simple one but something that is often missed. Don't get so wrapped up in baking cakes that you forget about your customers! Treat them like kings and queens if you expect them to remember their experience, recommend you to friends and come back time and time again.
13. Ask for testimonials – get some of your best customers to give you testimonials that you can put on your website, Tweet about or use on your leaflets and literature. A good word goes a long way!
14. Get bloggers on board – blogging is a big thing and worth paying attention to. Why not get hold of a handful of food or baking bloggers and provide them with free samples in exchange for a blog review about your business?
15. Show your personality – nobody likes boring so be memorable! If you're fun, confident and friendly then people will remember your name for next time.



CHAPTER 6

USEFUL  
TIPS  
&  
TRICKS

## Useful Publications for Food Businesses

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If you want to find out a bit more about starting a business, food hygiene and the Food Safety Act 1990, take a look at some of the guides available from the Food Standards Agency. Each has been specially designed to help new food businesses get themselves into the game:

» **Food Hygiene: a Guide for Businesses**

<http://multimedia.food.gov.uk/multimedia/pdfs/publication/hygieneguidebooklet.pdf>

» **Starting Up; First Steps to Running a Catering Business**

<http://multimedia.food.gov.uk/multimedia/pdfs/publication/starting-up-booklet.pdf>

» **Good Hygiene is Good for Your Business**

<http://multimedia.food.gov.uk/multimedia/pdfs/publication/goodhygienegoodforbusiness.pdf>

» **The Food Safety Act 1990 - a Guide for Food Businesses (from the FSA)**

<http://multimedia.food.gov.uk/multimedia/pdfs/fsactguidefoodbusiness.pdf>

## Quick Tips

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Measure your ingredients out accurately - use measuring cups and spoons and digital scales to make sure your ingredients are spot on. There's a huge difference between a TSP & TBSP!

## CHAPTER 7

# RECIPES!

You've reached the end of this guide to starting a cupcake business, and we hope that you've found the content useful, but where would we be without some delicious cupcake recipes? Here are a few of the best cupcake recipes that we've found to get you started on your venture. Remember to bake, taste, improve, repeat!

# Hummingbird Bakery

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## Vanilla Cupcakes

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### Ingredients

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120g plain flour  
140g caster sugar  
1½ tsp baking powder  
A pinch of salt  
40g unsalted butter, at room temperature  
120ml whole milk  
1 egg  
¼ tsp vanilla extract  
1 quantity vanilla frosting (see below)  
Hundreds and thousands or other edible sprinkles, to decorate  
A 12-hole cupcake tray, lined with paper cases

#### Vanilla Frosting Ingredients

Makes enough to frost 12 cupcakes.

250g icing sugar, sifted  
80g unsalted butter, at room temperature  
25ml whole milk  
A couple of drops of vanilla extract

Recipe from 'The Hummingbird Bakery Cookbook' by Tarek Malouf and the Hummingbird Bakers (Ryland, Peters and Small, £16.99).

Preheat the oven to 170°C/325°F/gas mark 3.

Put the flour, sugar, baking powder, salt and butter in a free-standing electric mixer with a paddle attachment (or use a hand-held electric whisk) and beat on slow speed until you get a sandy consistency and everything is combined.

Gradually pour in half the milk and beat until the milk is just incorporated.

Whisk the egg, vanilla extract and remaining milk together in a separate bowl for a few seconds, then pour into the flour mixture and continue beating until just incorporated (scrape any unmixed ingredients from the side of the bowl with a rubber spatula). Continue mixing for a couple more minutes until the mixture is smooth. Do not overmix.

Spoon the mixture into the paper cases until two-thirds full and bake in the preheated oven for 20–25 minutes, or until light golden and the sponge bounces back when touched.

A skewer inserted in the centre should come out clean. Leave the cupcakes to cool slightly in the tray before turning out onto a wire cooling rack to cool completely. When the cupcakes are cold, spoon the vanilla frosting (see next recipe) on top and decorate with hundreds and thousands.

#### Frosting method:

Beat the icing sugar and butter together in a free-standing electric mixer with a paddle attachment (or use a hand-held electric whisk) on medium-slow speed until the mixture comes together and is well mixed.

Turn the mixer down to slow speed. Combine the milk and vanilla extract in a separate bowl, then add to the butter mixture a couple of tablespoons at a time.

Once all the milk has been incorporated, turn the mixer up to high speed.

Beat until the frosting is light and fluffy, at least 5 minutes. The longer the frosting is beaten, the fluffier and lighter it becomes.



**Hummingbird Bakery  
Vanilla Cupcakes**

## Ingredients

200g chopped dates  
125ml boiling water  
1 dessert spoon black treacle  
140g gluten-free self-raising flour  
155g ground almonds  
200g demerara sugar  
2 eggs  
2 egg whites  
1 tsp vanilla essence

### Ingredients for the butter cream:

510g icing sugar  
115g softened salted butter  
1 tin dulce de leche  
2 tsp vanilla essence  
Fudge pieces to decorate

## Ingredients

150g margarine  
150g caster sugar  
100g self-raising flour  
3 free-range eggs, at room temperature  
1 tsp baking powder  
60g ground almonds  
1 tbsp milk  
90g raspberry jam

### Icing ingredients:

250g icing sugar  
3 tbsp fresh lemon juice  
12 un-dyed glacé cherries

## Gluten Free Sticky Toffee Pudding Cupcakes

*Winner of the National Cupcake Championships in the 'Free-From Cupcake of the Year' category as part of National Cupcake Week 2012. Recipe by [www.rachels-cupcakes.co.uk](http://www.rachels-cupcakes.co.uk)*

Preheat oven to 200°C.

Place dates, boiling water and black treacle in a jug and set aside.

Combine dry ingredients in mixer with paddle attachment

Mix eggs and egg whites with vanilla essence in a jug and add to dry ingredients whilst mixing.

Once all ingredients are well incorporated add the dates mixture and mix until well combined.

Divide between 16 cases and bake for 20-23mins.

### Buttercream method:

Sift icing sugar into mixer add cubed butter, cover mixer with tea towel and mix on a low setting with paddle attachment until combined.

Add caramel sauce and vanilla essence to icing sugar and butter and mix until smooth.

Pipe onto cooled cupcakes with star nozzle and decorate with chopped fudge pieces,

## Cherry Bakewell Cupcakes

Preheat the oven to 180°C/350°F/Gas 4. Line a 12-hole muffin tin with paper cases.

For the cupcakes, cream the margarine in a bowl until light and fluffy. Add the remaining ingredients, except the raspberry jam, and mix until well combined.

Spoon the mixture into the cases and bake for 15-20 minutes, or until risen and golden-brown and a skewer inserted into the middle comes out clean.

Remove from the oven and set aside to cool for 10 minutes.

For the icing, mix the icing sugar and lemon juice together in a bowl until smooth.

Using an apple corer, carefully remove the middle of the cupcakes. Fill the holes with the raspberry jam.

Carefully spoon the icing onto the top of each cake until the icing reaches the sides of the cake case and top with a cherry.



**Gluten Free Sticky Toffee  
Pudding Cupcakes**



**Cherry Bakewell Cupcakes**

# Forest Fruit Cupcakes

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## Ingredients

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175g caster sugar  
175g unsalted butter, at room temperature  
3 medium eggs, lightly beaten  
Finely grated zest of 1 lemon  
175g plain flour, sifted  
1 tsp baking powder  
100g seedless dark jam (we used blackcurrant)

### Icing ingredients:

200g unsalted butter, at room temperature  
1 tsp vanilla extract  
375g icing sugar, sifted  
50g fresh blackberries

*A Good Housekeeping recipe, triple-tested by the Good Housekeeping cookery team at [www.goodhousekeeping.co.uk/food](http://www.goodhousekeeping.co.uk/food)*

Preheat oven to 180°C (160°C fan) mark 4. Put 12 paper muffin cases into a 12-hole muffin tin.

Put the caster sugar and butter into a large bowl and beat with an electric hand whisk until light and fluffy, about 3min. Gradually add the eggs, whisking all the time - if the mixture looks as if it's about to curdle, add 1tbsp of the flour. Next whisk in half of the lemon zest.

Use a large metal spoon to fold in the flour and baking powder. Divide the mixture evenly among the muffin cases. Bake for 18-20min until golden. Transfer to a wire rack to cool completely.

Spoon the jam into a piping bag fitted with a 5-7mm (about ¼in) plain nozzle. Push the piping nozzle into the middle of the top of each cake and squeeze a little jam into the centre.

To make the icing, put butter, vanilla extract, remaining lemon zest and ¼ of the icing sugar into a large bowl and slowly beat with an electric hand whisk. Gradually beat in the remaining icing sugar until you have a soft but spreadable consistency that holds its shape. Briefly whisk in the fresh blackberries to get a marbled effect.

Pipe or spread the icing on to the cooled cakes and serve.

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## Epilogue

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We hope that you've found this guide to starting your own cupcake business useful; starting anything from scratch can be a daunting process and sometimes a push in the right direction is all you need to get you going. To learn more about starting a business, click through to any of the links highlighted in this guide, or use the 'Contact' section of the High Speed Training website where we'll be able to aid you further with the online training courses that we provide. We wish you the best of luck with your business!



**Forest Fruit Cupcake**

# One Page Business Plan

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<p>Company Name</p>	
<p>Company Address &amp; Contact Details</p>	
<p>Mission Statement (In 1 sentence, what is your business setting out to do?)</p>	
<p>Business Objectives (e.g. what you will sell, who your customers are and the features of your business that will make it successful).</p>	
<p>Financial Strategy (including start-up costs, overhead costs, what you will charge for your cupcakes, how you will get paid and/or pay others, your projected profits/losses and information on how you will fund the project from the start).</p>	
<p>Marketing Strategy (e.g. planned advertising, promotions, customer service policy etc).</p>	
<p>Monitoring Success (what will your milestones be? How will you know when the business is doing well? E.g. number of customers, total sales, net profit).</p>	
<p>Potential Problems &amp; Solutions (what are the risks and how will you overcome them?)</p>	