

COURSE CONTENT OVERVIEW

Starting a Home Food Business



This Starting a Home Food Business course is suitable for any individual who wants to start a food business from their home. It will provide downloadable resources and guidance on how to set up their business in their home to be successful.

This course outlines how to get the business ready, including explaining the legal requirements for a HACCP food safety system, and how to store and prepare food safely. The course also explains how to write a comprehensive business plan and conduct effective market research. It thoroughly details how to keep a track of financial records, the different pricing strategies to implement, and how to successfully promote the business.

Module 1: Legal Compliance

Being legally compliant is essential when you start your own business, even more so when you are working with food that your customers will eat. As a food business owner there are a number of responsibilities that you will have in order to make sure the food you are selling or supplying is safe and fit for consumption. This module will cover:

- Legal responsibilities
- Food business registration
- Selling on social media
- Registering with HMRC
- Sole trader
- Registering for self-assessment
- Naming your business
- National insurance rates
- Permissions

Module 2: Health And Safety

It is vital that the food you produce is done so in a safe and hygienic way. Because you will be preparing and handling food that will be sold to the public, it is your legal obligation to maintain high standards of health and safety. This module will cover:

- Getting inspection ready
- HACCP
- Food hazards
- Food hygiene
- Risk assessments
- Traceability
- Allergen awareness

Module 3: Writing A Business Plan

Having a business plan is an important step to starting up your own business. It will help identify and project the goals you have for your business, as well as road mapping your success. Writing a business plan includes information on your business idea, target customers, financial projections and marketing strategy. This module will cover:

- Why is a business plan important?
- Writing your business plan
- Executive summary
- Business description
- Market research
- Finding your niche
- Selling your products
- Delivering your products

Module 4: Finance For Your Home Business

Effectively managing the finances of your business is vital for your success and the profitability of your business. As a business owner you need to understand the legal obligations and financial responsibilities you hold. This module will cover:

- Sole traders
- Importance of keeping records
- Pricing your products
- Invoices
- Bookkeeping systems
- Sales and expenditures
- Value Added Tax (VAT)
- Keeping up-to-date records

Module 5: Promoting Your Business

This portion of the course will highlight the benefits of promoting your business and the ways in which you could do so. Now that you have established a target market from your business plan, you should direct your promotional efforts towards the groups of people who will buy your products. This module will give you knowledge on:

- Ways to spread the word
- Customer service
- Reviews
- Packaging your product
- The importance of social media
- Food styling
- Food photography

Module 6: Course Resources

This final module houses all of the downloadable resources featured throughout the course. Compiled into one module for your ease, these course resources have been designed and created for you to use to help you set up your food business successfully.

Aims of the training

By the end of this course, you will understand:

- The steps to take for registering your food business, and be legally compliant.
- How to make your business and premises ready for a food hygiene inspection.
- The importance of completing key steps such as carrying out a risk assessment on your premises, creating your HACCP documentation and undertaking food hygiene training.
- What the contents of each section of your business plan should cover, including the executive summary, business description, marketing plan, and financial plan.
- How to carry out market research to learn about current trends and developments in your industry, assess your competitors, and learn about your target audience.
- How to price your products and keep a track of your sales, expenditure and profit margins.
- How to identify the best marketing strategies to effectively sell your products and/or services and build your brand.