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So let's keep a ₹10,000 into miscellaneous for all those unknown and UN-factored expenses. This could be because of you travelling to different places to procure the equipment and ingredients or may be delivery charges of the items etc. But when you do it at a commercial place you will need to Mixers, Big Ovens, Deep Fridge, Working table, sit out space etc. Along with website you also create a professional email id like yourname@yourbusinessname.com. Just a one page website is enough for you to show your presence and appear more legit business which position you above then the other business who do not have a website. Before you finalize do ensure that you are permitted to use high end ends in that space and that you have water supply in the premises. Keep in mind to give a variety of choices to customer to choose from, but do not overdo it. It makes you recognizable. You want the customers to keep calling you on your phone so that you can make money. I have met numerous home bakers and found marriage, children, and passion were the top three reasons of people venturing into home baking business in India. Keeping the cost for essentials only the cost could be anything between ₹10,000 to ₹15,000. You will need a good looking display board, Newspaper inserts, some invites to influencers and cost on it. But unfortunately, the marketing part of the home baking business is often neglected and hence most of the home-bakers struggle in finding paying customers. All different function areas of the company needs to work in sync. Like every business, the home baking business also needs to be handled like any other full-time business, if you like your business to grow and find paying customers. This all will cost approx 100K. Essentially when you finalize a business name, you must ensure that relative social media handles are available for you to not land up into any trouble later on. It's no fun that somebody else blocking those social media handles once you have started getting recognition. Business Licenses: So again depending on where you start your business from. When you start your business, it is obvious that you need customers, you crave for them. A human body is made up of so many organs and parts and they all work in a harmony. After all each business day will cost you much more than getting licenses in the first place. Your business name is what they will recognize you with. If you are starting from home you may not need any license to being with. In the quest of acquiring customers, the position part is often looked upon. However if you are starting up commercially you may need to spend about ₹10000 on FSSAI, Fire License and Municipal Licence. But as you may think, it is not an easy market to crack. At the least, you must ensure Facebook, Twitter, Instagram, Pinterest handles are available for you. Your manufacturing cost could be completely different to theirs and thus your selling price would be. Equipment Cost: A home baking business is easy to start with little equipment investment. If you decide to start a full-fledged bakery then a high-end shopping plaza with heavy footfall is one of the most ideal place. The marketing cost for a commercial space will be much higher than this. Now with all these tips you will be able to open hour dream home baking business in India and make it successful! Live shows, community learning, contests and much more... Your brand name must be simple, easy to remember, and talks about the values of your business. But without positioning yourself you won't be able to attract right kind of audience. It will be about 600K of expense Ingredient Cost: Depending on what you would want to begin with either cakes, or cookies, or bread, you will need to create a list of ingredients that you will need. This program is specially designed to help home bakers kick start their home baking business with all the required business knowledge to grow their home bakery. Do ensure that you are keeping things in menu that you are really happy baking. You do not want the customer to get overwhelmed with the choices and then the buying decision gets shaky. To begin with you will need an oven, some tins and trays, some mixing bowls, spatula etc. #5 Name and logo of your business Your brand logo acts as a face of your business. It's how it's all main area functions together. At a commercial space, you will need more packaging items and the cost could be around 10K. #2 Create a Business Model A business model is the way a company works. Assume of a company as a human body. If you intend to open eat out place then you must keep a minimal theme designed with elegance. #8 Plan your menu When you have customers willing to order from you, a well-designed menu helps them navigate through your offerings and then place order. And it does not happen overnight, you can to constantly keep telling stories to people so that they are able to recognize you and your brand and associate you with the USP's you have to offer and that's when you will see the desired customer calling you up. There could be several reasons for you to leave your high paying job and start a home baking business. And you expect them to come and buy from you. #6 Book a domain and create email id Online presence is one of the most important thing in today's place. When I say difficult, I want to talk about the patience and dedication it needs for you to position yourself and start attracting customers. So brings the startup cost to Space + Business Licence + Equipment + Ingredient + Packaging + Marketing + Miscellaneous which is on the lower side is = 0 + 0 + 10K + 7K + 5K + 5K + 5K = 32K And on higher side is = 150K + 10K + 600K + 20K + 10K + 100K + 10K = 900K Now in addition to the startup cost, there are monthly fixed expenses and variable expenses you should also factor in. Do not undercut the prices as that will lead to nowhere. could be higher or lower. #9 Price appropriately Once you have sorted out the menu, ensure that you are pricing them appropriately. #3 Choose a location for your home baking business Whether you decide to start your home baking business from your home kitchen or you decide to rent out a kitchen the location plays an important role for your business. Keeping your USP on pricing might attract customers for a while, but these are the customer that you will lose the moment anybody else gives a better pricing point to them. Nobody knows you, they do not know what you do, and they have no idea why should they choose you on others. Now if you are in a locality you have lot of college going students, working people or a place which is surrounded by office complexes, chances are that your business will find more clients than to a place that is quaint or a place that is outskirts of the city. And for initial few months keep the scope of modification in your menu as you will analyse what people are liking in your menu and what is in demand, which are bare minimum you will need all comes under packaging cost. It is always easier to understand how a company works if you clearly identify the different function area that make it up. #4 Get all the licenses to start your home baking business in India Whether it is FSSAI, GST, Health License Police Eating House License, or Fire License. It is advisable to get these licenses beforehand. For Recommended Tools and Ingredients visit my Amazon Shop Page. #7 Block social media handles Once you have decided your business name, get on to the social media that matters most and block all the social media handles. Your brand logo should be memorable and should leave the desired impression of your company on peoples mind. Position yourself well for all of it to work in your favour. Sometimes depending on place to place the cost of packaging, marketing etc. Fixed cost Bank Loans-EMI Website cost Insurances Professional fees like CA Tools & Software's Computer Rent Internet Phone Variable costs Taxes (GST) Marketing and Advertising Stationery Printer Ink Packaging Ingredients Electricity So looking into the above a home baker can get started in as low as ₹32,000. This way you do not leave customers to keep wandering in thoughts of what to order, but help the person in finding the right fit for his needs, and combined total for a 500sq. In our 30DaysBakingChallenge program we make people learn Muffins, Cupcakes, Cakes, Frosting, Cookies, Pie, Tart, Blondie, Brownie, Bread and Buns. But if either of the body organ stops functioning, the entire body starts to suffer. We discuss the Business Model Canvas in detail in our 30DaysHomeBakerChallenge Program. It is difficult to calculate the cost of packaging because it will depend on the quantity you would want to buy, however based on the investments levels above, let approximate it to ₹5000. If you like to watch video recipes, check my YouTube Channel for more amazing recipes. Keep a design aspect that help you display your products at the most noticeable place to your customers. Some ingredients are just too common in almost all type of bakes and some are specific to the type of bakes you may bake. Taking a place that is divided into two floors or you are able to divide the space into two floors by creating a mezzanine floor would be an ideal situation. We have a well-designed pricing model and calculator that each of our 30DaysHomeBakerChallenge Program student uses and are extremely successful in pricing their product appropriately. Moreover muffin liners, cake box, etc. Do not keep items in menu that you feel customer would want, rather keep something in menu that you love baking. As it seems, it is certainly easy to kick start a home baking business in India. This affirms the people interacting with you to believe that they are talking to an established and strong business identity. Though you can start a home baking business with as little as investing in an oven and some basic ingredients, let's just look at a tentative cost of starting a small home baking business in India. Startup Cost Space: If you are starting from there is not startup cost because you will be using the kitchen of your home only and commercially you may look at a space of 500 sq ft that will be approx 50K rent per month and it means an investment of 150K based on 3 months of security deposit. You will need to spend some time on social media to educate people on what you do and why you do what you do and what's in there for the customer. Create your USP's in other areas and not on pricing. This will give you an ability to create sitting area for people to enjoy your bakeries. Join My Facebook Group Of Over 90 K Bakers across the Globe If you like our post, then please share it with your friends and follow us on Facebook, Instagram, and Pinterest. Miscellaneous Cost: There are many expenses that we cannot factor in and they depend from individual to individual, for example transportation cost. So they do 30 recipes in 30 days and the cost of ingredients for all of these is about ₹7,000. For the initial period, I always recommend you to keep fixed cost as minimum as possible and try to keep more of variable cost. Keeping a price based on what others are pricing their product at is a bad way of pricing your products. #10 Position yourself well in the home baker space Now this one is the most important one, and the most difficult one too. Marketing Cost: Your letterheads, business cards, logo, packaging design all comes under marketing cost which is the bare minimum you would invest in. Once you start your business, you should really be worried about government bodies obstructing your business days. #1 Cost of starting a home baking business in India? Packaging is the first thing the customer is going to see before even tasting your product. This is where the business model canvas will come handy. The marketing cost will involve a lot more as you grow but to begin with lets but an approximate cost of ₹5000. And in a commercial space you might need little bit more ingredients because you will need to keep items on display and the cost of ingredients will go upto 20K Packaging Cost: When you need to sell your products, your products should appear great in the way they are packaged. Same is the case with a company.

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