



Viks Cakery
FRESHLY HOMEMADE TRATS

IMPROVEMENT OF MY BAKERY BUSINESS

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HOW TO START A CAKE BUSINESS FROM HOME?

According to food.gov.uk there are some steps to follow when you want to work from home :

- Register as a self –employed baker with HMRC
- Register your premises with the local authority
- Apply for a Food Hygiene and Safety Certificate
- Make a home business insurance
- Allergy course
- Tell your Landlord or mortgage lender



Image source <https://www.bloggingthesweetlife.com/how-to-start-a-cake-business/>



How I started my home bakery business?

- I turned my passion and hobby into a business
- I did a resersh and according to [food.gov.uk](https://www.food.gov.uk) and [simplybusiness.co.uk](https://www.simplybusiness.co.uk) i followed all steps
- I opened my home bakery in September 2020 with the name "Viks Cakery"
- One year later i am looking how to improve my business



Creating a SWOT analysis :

- **Key for writing a business plan or marketing plan**
- **Unique technique to evaluate your business**
- **To identify the priorities , goals, strengths and weaknesses**
- **Helps organizations to set achievable goals and steps needed to improving the business**



Image source : <https://www.misedesigns.com/importance-of-swot-analysis-for-restaurants/>

SWOT ANALYSIS

<i>STRENGTHS</i> • UNIQUE TASTE • PRECISION • CREATIVITY • PASSION • ORGANIZATION • CUSTOMER LOYALTY	<i>WEAKNESSES</i> • VERBAL COMMUNICATION • PRICING OF MY CAKES • NEW ON THE MARKET • LOW SOCIAL PRESENCE • UNABLE TO DELIVER • SMALL KITCHEN
<i>OPPORTUNITIES</i> • PARTNERSHIP WITH LOCAL COFFEE SHOPS AND RESTAURANTS • EXPANDING OF MY FOOD RANGE/NEW RECEPIES • WEBSITE • CREATING A LOYALTY PROGRAM • STARTING NEW COURSES	<i>THREATS</i> • GLUTEN AND EGG FREE TREND • NEED A DELIVERY VAN/CAR • LOCAL WELL-KNOW BAKERS

Personal development plan

The main idea of PDP is to write of details your plan :

- 1. Make a list of your ideas**
- 2. Write your current situation**
- 3. Write your target**
- 4. Put a date when you have to achive it**
- 5. Looking for your progress**



PERSONAL DEVELOPMENT PLAN

	Skill	Current Ability	Target Ability	Development opportunity	Time Frame
1 st Priority	Communication skills	Low intermediate Level 1	Advanced level of English	Finishing successful my course and starting a new to improve my English.	1 –2 years
2 nd Priority	New on the market	Permanent customers and their friends	To attracts new customers	More practising to Improving my creativity and techniques.New recepies.Partnership with local coffee shops.	3-6 months
3 rd Priority	Online presence	Not too active	Website and active on social media.Twitter account and Tik Tok account	Give aways ; Creating a website and other social media accounts.Advertising	3-6 monts
4 th Priority	Delivery	Only collection at the moment	Buying a car for delivery	Start saving money for a vehicle.	6-12 months

Action plan

Based on the results from the SWOT analysis and Personal development plan i found my week sides and my threats of my business.The analysis give me ideas how to improve my service.

1. Finishing successfully my course and starting a new to improve my English
2. Starting a cake decoration course , watching tutorials of other bakers to improve my creativity and techniques. Practicing new recepies focused on egg free and gluten free desserts
3. Partnership with local coffee shops and restaurants
4. Creating a website ,advertising ,give aways
5. Start saving money for a delivery car



Image source
: <https://www.tecker.com/action-planning-the-key-to-executing-your-strategic-plan/>

This wii be my key for successful business.

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