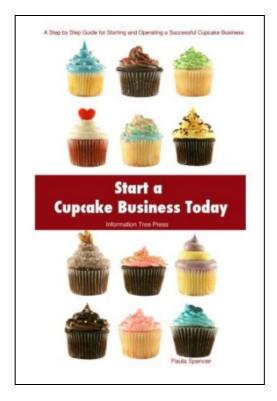
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Reviews

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(Terry Bailey)

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Informationtree, United States, 2010. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Start a Cupcake Business Today equips you with the knowledge and skills you need to start and successfully grow a cupcake bakery anywhere! In addition to reviewing current trends and business basics, we cover every aspect of writing a business plan including: Researching your demographic; Marketing and promotion; Legal structure and licensing; Financial forecasting (sales, cash flow, budgets, etc.). We simplify and explain the processes of funding your business; Pricing for profit; start-up costs; Smart accounting for bakers. Because running a business isn t familiar to everyone, the writing is easy-to-follow and uses practical language with real-world case-studies in a bakery context. We know it helps to see real examples, so you will have access to both a business plan template and an actual business plan from a successful gourmet cupcake shop to guide you. Written with consultation from over 50 health, agricultural and municipal business departments you will be guided through the process of getting legal. We cut through the red-tape to alleviate the anxiety most people experience when dealing with health inspectors, tax collectors and licensing agencies. You will receive the latest guidance about the insurance you should have, your tax responsibilities, the most common equipment and construction requirements, how to work and negotiate with your future landlord, what needs to be in a lease, your responsibilities for food safety, and much more. You will learn the best locations for YOUR business; Space design and lighting to maximize efficiency and sales; How to be a strong presence in your community through traditional and web-based marketing. Understand how to get the TOP results from search engines and the best results from Facebook and Twitter. Bonus items including forms, checklists, contracts and more are...

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