

Micro/ Home Based Business Category

Sweet traditions bakery

Business Type: New Home-Based Business
Industry: Food Service - Specialty Baking
Location: Home Kitchen, Midlothian, Texas
Owner: Jane Eyre
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EXECUTIVE SUMMARY

Sweet Traditions Bakery specializes in custom celebration cakes and artisan baked goods made from cherished family recipes passed down three generations. Operating under Texas Cottage Food Law, I create made-to-order baked goods from my licensed home kitchen, serving Midlothian families and businesses seeking high-quality baked goods with a personal touch.

Competition Prize Goal: Use prize money to purchase professional-grade equipment, expand product offerings, and launch comprehensive marketing campaign to establish Sweet Traditions as Midlothian's premier custom bakery.

THE OPPORTUNITY

Problem Statement

- Midlothian has limited options for custom celebration cakes and artisan baked goods
- Local residents ordering custom cakes often face 2-3 week wait times from established bakeries
- Many families want personalized service that big-box bakeries can't provide
- Growing demand for made-from-scratch, preservative-free baked goods
- Limited options for dietary accommodations (gluten-free, reduced sugar, vegan)

My Solution

Sweet Traditions Bakery offers:

- Custom celebration cakes for birthdays, weddings, anniversaries, and special events
- Artisan breads and pastries including sourdough, dinner rolls, cinnamon rolls, and seasonal items
- Weekly pre-orders through social media and website
- Corporate accounts for businesses wanting fresh pastries for meetings
- Same-week turnaround for most custom orders
- Personal consultation for every custom cake order

COMPETITIVE ADVANTAGE

What Sets Me Apart:

- Authentic family recipes - Three generations of baking expertise from my grandmother's Southern kitchen
- Personalized service - I consult directly with every customer, no middlemen
- Quick turnaround - Home-based flexibility allows faster order fulfillment
- Competitive pricing - 20-30% less than commercial bakeries due to lower overhead
- Community connection - Active in local schools, churches, and community events
- Dietary accommodations - Can create gluten-free, vegan, and reduced-sugar options

My Background:

- 15 years baking for family events and church gatherings
- Completed professional cake decorating courses at local culinary school
- Texas Food Handler Certification
- Built following of 200+ people through word-of-mouth and community events
- Already completing 3-5 cake orders monthly as hobby

MARKET ANALYSIS

Target Customers

Primary Market:

- Midlothian families celebrating birthdays, anniversaries, graduations
- Parents planning special celebrations and milestone events
- Wedding couples seeking personalized, affordable cakes
- Busy professionals wanting quality baked goods

Secondary Market:

- Local businesses for corporate events and meetings
- Churches and community organizations
- School fundraisers and PTA events
- Holiday gift orders

Market Size

- Midlothian population: 46,000+ and growing rapidly
- Average family celebrates 4-5 special occasions yearly requiring cakes
- Wedding market: 150+ weddings annually in Midlothian venues
- Corporate market: 200+ businesses in Midlothian area
- Growing trend toward locally made, artisan products

Competition

- Walmart/Kroger bakeries: Limited customization, impersonal, lower quality
- Dallas-area custom bakeries: Higher prices (\$150-400 per cake), longer wait times
- Other home bakers: Few with professional training or consistent availability
- My advantage: Professional quality at home-based prices, personalized service, quick turnaround

PRODUCTS & PRICING

Custom Celebration Cakes

- 6" round (serves 8-10): \$45-65

- 8" round (serves 15-20): \$75-95
- Quarter sheet (serves 25-30): \$85-110
- Half sheet (serves 50-60): \$150-200
- Custom designs, flavors, fillings included
- Delivery within Midlothian: \$10-15

Artisan Breads & Pastries

- Sourdough loaves: \$8-12 each
- Cinnamon rolls (6-pack): \$18
- Dinner rolls (dozen): \$10
- Scones and muffins (6-pack): \$12
- Fruit pies and cobblers: \$25-35
- Pre-order by Wednesday for Saturday pickup

Seasonal Specialties

- Holiday cookie boxes (2 dozen): \$30
- Easter hot cross buns
- Pumpkin and pecan pies (Thanksgiving)
- Christmas cookie platters
- Valentine's Day decorated cookies

BUSINESS MODEL & OPERATIONS

Revenue Streams

1. Custom cakes: 60% of revenue
2. Artisan breads and pastries: 25% of revenue
3. Corporate accounts: 10% of revenue
4. Seasonal specialties: 5% of revenue

Operating Under Texas Cottage Food Law

- Compliant home kitchen with separate prep areas
- Annual sales limit: \$50,000 (within cottage food guidelines)
- Required labeling on all products
- Pickup only or direct delivery (no wholesale to stores)
- Approved product list (baked goods, no custards or creams requiring refrigeration)

Weekly Operations Schedule

- Sunday: Social media post of weekly artisan bread offerings, accept pre-orders
- Monday-Tuesday: Custom cake consultations and planning
- Wednesday: Close pre-orders, purchase ingredients
- Thursday-Friday: Baking days (breads Thursday, custom orders Friday)
- Saturday: Customer pickup hours (9am-2pm)

Customer Experience

1. Initial contact via Instagram, Facebook, or website form
2. Consultation calls to discuss design, flavors, dietary needs
3. Digital proof of cake design for approval
4. 50% deposit to secure order date
5. Final payment and pickup/delivery

6. Follow-up request for photos and reviews

MARKETING STRATEGY

Current Presence (To Be Expanded)

- Instagram: 180 followers
- Facebook page: 145 likes
- Word-of-mouth referrals from church and family events
- Participation in 2 community events with samples

Growth Marketing Plan

Digital Marketing:

- Professional food photography of all products
- Instagram/Facebook ads targeting Midlothian residents celebrating events
- Google Business Profile optimization
- Monthly email newsletter with seasonal offerings
- TikTok videos showing decorating process
- Website with online ordering and gallery

Community Engagement:

- Booth at Midlothian Farmers Market (summer season)
- Free samples at community events
- Holiday cookie decorating classes for kids
- Participation in local food festivals

Partnership Development:

- Network with wedding photographers and planners
- Corporate gift baskets for local businesses
- Preferred vendor at Midlothian Conference Center
- Collaboration with local coffee shops for wholesale breads and pastries

Referral Program:

- 10% discount for customer referrals
- Free artisan bread loaf for every 5 cake referrals
- Social media shoutouts for customers who share photos

FINANCIAL PROJECTIONS

Equipment (Prize Money Allocation):

- Commercial grade stand mixer: \$800
- Professional cake decorating tools: \$400
- Additional baking pans and molds: \$300
- Food processor and scales: \$300
- Display cases and packaging: \$400
- Photography equipment for marketing: \$500

- Website development: \$800
- Initial marketing budget: \$1,000
- Business licenses and insurance: \$500

Year 1 Revenue Projections (Conservative)

Monthly Targets:

- Custom cakes: 12 orders \times \$85 avg = \$1,020
- Artisan breads and pastries: 40 orders \times \$12 avg = \$480
- Corporate orders: 2 per month \times \$75 = \$150
- Monthly Revenue: \$1,650

Annual Revenue: \$19,800

Year 1 Expenses

Fixed Monthly Costs:

- Ingredients and supplies: \$450
- Packaging and labels: \$80
- Marketing/advertising: \$100
- Website and software: \$35
- Insurance: \$40
- Monthly Expenses: \$705

Annual Expenses: \$8,460

Year 1 Projected Net Profit: \$11,340

Growth Trajectory

Year	Orders/Month	Revenue	Net Profit
Year 1	12 cakes + 40 orders	\$19,800	\$11,340
Year 2	20 cakes + 60 orders	\$34,500	\$21,500
Year 3	30 cakes + 80 orders	\$49,000	\$32,000

Year 3 approaches cottage food limit; plan to transition to commercial kitchen

MILESTONES & TIMELINE

Months 1-2: Foundation

- Complete kitchen licensing and inspection
- Purchase professional equipment with prize money
- Launch new website with online ordering
- Professional product photography
- Reach 500 social media followers

Months 3-6: Market Entry

- Secure 3 corporate accounts
- Book 15 custom cakes per month
- Establish weekly artisan bread routine

- Partner with 2 event venues
- Participate in 4 community events

Months 7-12: Growth

- Achieve \$2,000+ monthly revenue
- Expand to wholesale breads (2 coffee shops)
- Build email list to 300 subscribers
- Host first cake decorating workshop
- Consistent 5-star reviews (target: 50 reviews)

Year 2 Goals:

- Double monthly cake orders
- Add second baking day for increased production
- Hire part-time assistant
- Research commercial kitchen options for future expansion

WHY I'LL SUCCEED

Personal Commitment:

- This isn't just a business it's my family's legacy and my passion
- I'm already baking regularly and have proven demand
- Deep roots in Midlothian community (20-year resident)
- Strong relationships with local families through schools and church

Market Timing:

- Midlothian's rapid growth creates expanding customer base
- Increased appreciation for artisan, locally made products
- Social media makes it easier than ever to reach customers
- Growing demand for dietary accommodations and custom options

Realistic Goals:

- Starting within cottage food limits to minimize risk
- Building slowly with quality over quantity
- Reinvesting profits for sustainable growth
- Clear path to commercial kitchen when ready to scale

IMPACT ON MIDLOTHIAN

Economic:

- Keep celebration dollars in local community
- Create eventual part-time jobs for assistants
- Support other local businesses (ingredient suppliers)

Cultural:

- Preserve and share traditional baking techniques
- Bring community together through celebrations
- Support local food traditions and artisan crafts

Community:

- Donate desserts to school fundraisers and charity events
- Offer baking classes teaching traditional techniques
- Mentor other aspiring home-based food entrepreneurs

COMPETITION PRIZE UTILIZATION

How Prize Money Will Accelerate Growth:

The Midlothian Business Pitch Competition prize will allow me to invest in professional equipment and marketing that would otherwise take 12-18 months to afford through revenue alone.

This immediate investment will:

1. Increase capacity - Professional mixer allows me to take on more orders
2. Improve quality - Better tools create more consistent, beautiful products
3. Build credibility - Professional branding and website attract premium clients
4. Accelerate timeline - Reach Year 2 goals in Year 1 timeframe
5. Reduce risk - Proper equipment prevents costly mistakes and waste