

YOUR CAKE SHED: WHAT DO YOU NEED TO KNOW?



Before the workshop, there are probably plenty of things you're wondering about, and probably a few things you haven't even thought of yet. Use this worksheet to capture the questions, worries and unknowns you want to explore before you invest your time and money. You don't need to find the answers now — just get them down so you can bring them to the workshop and make sure you get the most from the session.

The shed and location

Where can I put it? What permissions or restrictions might apply?

Legal and food safety

What do I need to register, insure and comply with?

Products and stock

What should I sell? How much should I make?

Pricing and money

What do I need to charge to make it worthwhile?

Customers

Who is actually going to buy from me?

YOUR CAKE SHED: WHAT DO YOU NEED TO KNOW? CONTINUED...



Marketing and launch

How do I get people to know I'm open?

Opening and loyalty

How do I turn first-time buyers into regulars?

Running the shed

How much work is it really, and how do I make it fit into my life?

What are you most unsure about?

What are you most worried about?

What would you regret not finding out about before spending money?

What question would you most like one of our experienced shed owners to answer?