WARMTH OF PALATE

FREE GUIDE · BY CHEF ROOHI BAREJA

Home Bakery Starter Guide

A practical, step-by-step plan to turn your love for baking into a profitable business from your own kitchen.

1000+	12+	20+	4.9★
Students trained	Years of experience	Batches completed	Google rating

Warmth of Palate · Culinary & Baking Institute · Panipat, Haryana · +91 98171 08860

WELCOME

Your oven can pay for itself

Over the last 12+ years I have trained more than 1000 students. Many of them came to me with the same dream: **"I love baking – can I earn from it?"**

The answer is yes. You don't need a shop, a big loan or "natural talent". You need the right techniques, a few simple systems and the confidence to put your first product out there.

This guide gives you exactly that – the legal basics, the equipment you actually need, what to sell first, how to price for profit and how to get your first orders. Keep it next to your oven.

– Chef Roohi Bareja

Founder, Warmth of Palate

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STEP 1

Is a home bakery right for you?

Tick the boxes that are true for you today. Five or more ticks? You're ready to start small.

- [ ] I can bake 3–4 items with consistent results
- [ ] I can give 2–3 hours a day, a few days a week
- [ ] I have a clean counter and fridge space to spare
- [ ] My family supports the idea
- [ ] I can invest a small amount in tools & packaging
- [ ] I'm comfortable sharing photos on WhatsApp & Instagram
- [ ] I can handle a "no" and keep going
- [ ] I want to learn and improve every month

> **Not confident yet?** Consistency matters more than talent. Practise one recipe until it comes out the same five times in a row – then sell it.

STEP 2

Legal basics

FSSAI registration

Every food business in India, including a home bakery, needs FSSAI registration or a licence. For small home businesses this is simple:

- **Basic Registration** is meant for small food businesses (annual turnover up to ₹12 lakh). Above that, you need a State Licence.
- Apply online on the official FSSAI portal: **foscos.fssai.gov.in**. The fee is small and the process is online.
- Keep ready: photo ID, address proof, a passport-size photo and a list of products you'll make.
- Print your FSSAI registration number on every label and renew it on time.

What to put on your label

Product name · ingredients · net weight · date of manufacture & "best before" · veg/non-veg symbol · allergens (nuts, gluten, dairy, egg) · your FSSAI number · your contact number.

Rules, fees and limits change. Always confirm the latest requirements on the FSSAI website, and speak to a CA about GST as your sales grow.

STEP 3

Starter equipment checklist

Start with the essentials. Upgrade only when your orders pay for it.

Must-have

- [ ] Oven / OTG with temperature control
- [ ] Oven thermometer (most ovens run hot or cold)
- [ ] Digital kitchen scale – weigh, don't guess
- [ ] Hand mixer or whisk
- [ ] Mixing bowls & silicone spatulas
- [ ] 6" and 8" round cake tins, square brownie tin
- [ ] Cooling rack & parchment paper
- [ ] Measuring cups & spoons
- [ ] Piping bags & 3–4 basic nozzles
- [ ] Cake turntable & palette knife

Add later

- [ ] Stand mixer
- [ ] Larger oven for bulk orders
- [ ] Extra fridge for cakes & cream
- [ ] Fondant tools & moulds
- [ ] Cake boards, boxes in bulk
- [ ] Ring light for product photos
- [ ] Label printer

Packaging basics

- [ ] Sturdy cake boxes with windows
- [ ] Brownie / cookie boxes & butter paper
- [ ] Your logo sticker & thank-you card

> **Chef's tip:** An oven thermometer is the cheapest tool that saves the most cakes. If your cakes dome, crack or sink, check the real temperature first.

STEP 4

5 products to start selling first

Pick products that travel well, keep for a few days and are easy to repeat. Master these before you take on complex theme cakes.

Product	Why it works	Start with
1. Brownies	Low cost, high margin, easy to box and gift	Classic fudge, walnut, choco-chip, Biscoff, orange-dark chocolate
2. Tea cakes & dry cakes	Long shelf life, great for daily & office orders	Banana walnut, marble, lemon, date & nut
3. Cookies in jars	Repeat buys, perfect for festivals & return gifts	Choco-chip, nankhatai, oats-raisin, butter cookies
4. Celebration cakes	Birthdays happen every week – steady demand	½ kg & 1 kg eggless cakes in 3–4 flavours
5. Festive hampers	Higher order value, bulk corporate orders	Diwali, Rakhi, Christmas & New Year boxes

> **Go eggless.** In North India a large share of customers prefer eggless. Offering eggless versions of everything widens your market immediately.

Build a small, sharp menu

- Start with 6–8 items, not 30. A short menu is easier to make perfectly and to price.
- Have one "hero" product people remember you for.
- Add seasonal specials to give people a reason to order again.

STEP 5

Pricing for profit

The most common mistake home bakers make is pricing only by ingredient cost. Use this formula for every product:

> **Ingredients + Packaging + Gas/Electricity + Your Time + Profit = Selling Price**

Worked example: ½ kg eggless chocolate cake

Cost item	Amount (₹)
Ingredients (flour, cocoa, cream, chocolate, etc.)	220
Box, board, candle & sticker	40
Gas / electricity	25
Your time (2 hours)	150
Total cost	**435**
Profit margin (40%)	174
Suggested selling price	**≈ 600–650**

Example figures only – use your own local ingredient prices.

Pricing rules that protect your profit

- **Always pay yourself.** Your time is a cost, even at home.
- **Take an advance** (50% or full) for custom and celebration cakes.
- **Charge for customisation** – toppers, photo prints, extra tiers, delivery.
- **Review prices every 3 months** as ingredient costs change.
- Don't compete on being the cheapest. Compete on taste, finish and reliability.

STEP 6

Getting your first 50 orders

Start with people who know you

- Announce your launch on WhatsApp status and family, society & school groups.
- Send small tasting boxes to 10 people who talk a lot – ask for honest feedback and a photo.
- Set up a **WhatsApp Business catalogue** with prices and good photos.

Make Instagram work for you

- Post short reels: cutting the cake, pouring ganache, packing an order.
- Show the customer's reaction and reviews (with permission).
- Use your city in captions: "Eggless cakes in Panipat".

The birthday strategy

Birthdays repeat every year. With every cake order, note the name, date and occasion. A week before next year's date, send a friendly reminder with a small loyalty offer.

Get repeat orders

- Same taste, same size, every time.
- Neat packaging with your logo and a thank-you card.
- A follow-up message the next day: "How did everyone like it?"
- A referral reward: a free brownie box for every friend who orders.

Get found locally

- Create a free Google Business Profile and ask happy customers for reviews.

> **Photos sell.** Shoot in daylight near a window, on a plain background, from the angle that shows the layers or the finish. One great photo beats ten average ones.

STEP 7

Baking mistakes that cost you money

Problem	Common cause & fix
Whipped cream melting	Cream or bowl not chilled, over-whipping, or a warm room. Chill cream and bowl, whip to stiff peaks only, and decorate in a cool space.
Cake sinks in the middle	Oven door opened too early, wrong temperature or too much raising agent. Check with an oven thermometer and measure by weight.
Dry, crumbly cake	Over-baking or too much flour. Weigh ingredients and test with a skewer a few minutes before the timer ends.
Bread doesn't rise	Inactive yeast, water too hot, or not enough kneading and proofing time. Test your yeast first and proof in a warm spot.
Cookies spread flat	Butter too soft or dough too warm. Chill the dough before baking for thicker, crunchier cookies.
Ganache splits or won't set	Wrong chocolate-to-cream ratio for the job. Use a thicker ratio for piping and a thinner one for drips.

Atta or maida?

Maida gives a lighter, softer crumb – ideal for sponges and celebration cakes. Atta adds fibre and a nutty taste – great for tea cakes, cookies and "healthy" options. Many bakers use a mix to balance texture and health.

> **Want to fix these for good?** Every one of these problems is solved hands-on in our classes – you see what "right" looks and feels like.

STEP 8

Your 30-day launch plan

Week 1 – Prepare

- [ ] Choose 6–8 menu items
- [ ] Practise each until consistent
- [ ] Apply for FSSAI registration
- [ ] Buy essential tools & packaging

Week 2 – Set up

- [ ] Cost & price every product
- [ ] Pick a name & simple logo sticker
- [ ] Shoot product photos
- [ ] Set up WhatsApp Business & Instagram

Week 3 – Launch

- [ ] Send 10 tasting boxes
- [ ] Announce on status & groups
- [ ] Post 3–4 reels
- [ ] Take your first orders (with advance)

Week 4 – Grow

- [ ] Collect reviews & photos
- [ ] Start a birthday list
- [ ] Launch a referral offer
- [ ] Plan your first festive hamper

My notes

WARMTH OF PALATE

Ready to bake like a professional?

This guide gives you the plan. Our hands-on classes give you the skills – so your cakes, brownies and breads come out perfect every single time.

- Learn hands-on from certified Chef Roohi Bareja
- Premium classrooms with world-class equipment
- Baking, cake decoration, desserts & culinary courses
- Costing, pricing & business guidance for home bakers
- 1000+ students trained · 4.9★ on Google (101 reviews)

Scan to book a free demo class on WhatsApp, or call

+91 98171 08860

Book your **FREE demo class** at our Panipat studio – meet Chef Roohi, see the classrooms & get course details.

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