

SweetTube

ACADEMY · SWEETPRICE™

Example Cake Scenarios

Three realistic pricing examples to help bakers understand when to use minimum, recommended, and premium pricing — and why each tier exists.

Price with confidence. Quote with clarity. Keep your profit.

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3 Example Cake Scenarios

These scenarios are not universal pricing rules. They show how SweetPrice thinks through different cake situations so bakers can quote with more confidence.

Scenario 1: Buttercream Birthday Cake

Inputs: 24 servings, simple buttercream finish, basic packaging, 3.5 labor hours, \$22 hourly rate, 15% overhead, 30% profit goal.

Why it matters: This order is a strong example of a standard custom cake. The recommended price should usually be used as the client quote, while the minimum price is your safety floor.

Scenario 2: Two-Tier Wedding Cake

Inputs: 50 servings, tiered structure, smooth buttercream, delivery/setup, 7 labor hours, \$30 hourly rate, higher complexity, 18% overhead, 35% profit goal.

Why it matters: Wedding orders carry higher client expectations and often require more planning, communication, and setup. Premium pricing is appropriate when the order includes delivery, florals, structure, or venue timing.

Scenario 3: Luxury Detail Cake

Inputs: 30 servings, fondant details, edible image, custom topper, 6 labor hours, \$28 hourly rate, add-ons, 20% overhead, 40% profit goal.

Why it matters: High-detail designs should not be priced like simple buttercream cakes. Complexity and add-ons protect your time, skill, and creative labor.

How to Create Your Own Scenario

Choose one real cake from your bakery and enter the actual numbers. Do not estimate too casually. The better your inputs, the more useful the output.

Before You Quote

Calculate the recommended price and ask: does this cover my time, talent, materials, and stress level?

After the Order

Compare the estimate against what actually happened. Did labor take longer? Did supplies cost more? Adjust your future quotes.