

SweetTube
ACADEMY · SWEETPRICE™

Pricing Guide

Understand true cost, profit, overhead, and quote tiers. Built for home bakers who want profitable custom cake pricing.

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

MARCIA'S MUNCHIES NJ · SWEETTUBE ACADEMY

Pricing Guide

SweetPrice uses a simple but serious pricing structure: true cost first, profit second, complexity third. That order matters because it prevents you from pricing based on vibes, fear, or what another baker charges.

The Core Method

True Cost Formula

Materials + Labor + Overhead + Add-ons + Delivery/Rush = True Cost. This is the number you must understand before profit.

Materials

Ingredients, fillings, boards, boxes, dowels, toppers, edible images, florals, packaging, and specialty items.

Labor

Prep, baking, cooling, filling, decorating, cleaning, client messages, delivery prep, and setup planning.

Overhead

Utilities, tools, software, licenses, equipment wear, admin time, and general business costs.

Profit Goal

The amount your business needs beyond cost so the order contributes to growth, not just survival.

How to Use the Pricing Tiers

● True Cost

Internal number only. This is not the selling price and should not be sent to the client.

● Minimum Price

Your lowest safe quote. Use sparingly. If a client pushes below this number, the order is likely not worth taking.

● Recommended Price

Your main quote. This is the price SweetPrice expects to be healthiest for the order.

● Premium Price

Use when the cake has high detail, wedding expectations, luxury finish, setup, travel, rush timing, or high client touch.

Common Pricing Mistakes

Copying Competitor Prices

Another baker may have different costs, skill, rent, speed, experience, or business goals. Their price is not your formula.

Forgetting Labor

If you do not include your time, your business is paying the client to order from you. That sounds spicy, but it is true.

Ignoring Overhead

Even a home bakery has business costs. Electricity, tools, printer ink, boxes, labels, software, and cleaning supplies are not free.

Quoting Before Calculating

A fast quote can turn into a profit leak. Calculate first, then message the client.