

What should I *charge*?

Work through one recipe or order, top to bottom. Five minutes to a price you can stand behind.

01 INGREDIENTS

Everything in the batch — even the vanilla and the sprinkles.

Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____
Ingredient _____	Amount used _____	\$ _____

A · INGREDIENT TOTAL _____

02 YOUR TIME

Mixing, baking, decorating, cleanup. If you're not paying yourself, it isn't a business.

Hours on this order _____ × Your hourly rate (\$18–\$30) \$ _____

B · LABOR TOTAL _____

03 PACKAGING

Boxes, bags, ribbon, labels, stickers, inserts.

Items _____ C · PACKAGING TOTAL _____

04 OVERHEAD

Oven, electricity, equipment wear, fees. The costs you forget — until they eat your profit.

(A + B + C) _____ × 0.10 D · OVERHEAD _____

Your price (A+B+C+D) ÷ 0.70 = ÷ qty = price each \$

BEFORE YOU QUOTE IT – THREE SANITY CHECKS

Ingredients ≈ 30–35% of your final price.
Higher? Your price is too low.

Dividing by 0.70 builds in a 30% profit margin — profit is not optional.

Don't round down. \$42.80 becomes \$45, not \$40. You always pay the difference.

*Every new recipe, every order, every ingredient price change — this math starts over. **BAKEFLO DOES IT***

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