

Poway High School Senior Project

Formal Proposal

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The Business of Cake
Becoming a Cake Designer, Decorator, and Shop Owner

I. Goal: My goal is to learn the industry of cake, from design and creation, to the complex world of small business ownership.

II. Purpose: The project fits both the Career/Avocation and Academic/Major categories since my plan is to go to culinary school next year, and upon completion, own and operate my own cake store. I am going to call it, "Let Them Eat Cake."

III. Description:

A. Overview: To begin this project, I first dove into the local cake scene. I have already visited several major bakeries in the area in the hopes of finding one that will allow me to intern or at least observe the cake decorators. I was successful in finding one in Rancho Bernardo that will allow me to observe and possibly work on some cakes. It is called Edelweiss Bakery and has been operating in Rancho Bernardo for over thirty years. Now that I have established the bakery that I am going to be working with, my project will be divided into several stages. The first stage will be all about cakes. I want to learn how to bake cakes, and the intricacies of designing cakes. This includes learning about the different types of cakes and the various tools and tricks that are used to design and decorate them. I will observe my mentor and the decorators and hopefully get my hands dirty, or at least floury. The second stage of my project will be about the business of cakes. In addition to learning about cake decorating and design, I want to learn about owning a small business. There are many bakeries in San Diego. I want to learn how Edelweiss has remained open for so long and how they have remained competitive and so successful. This part of the project will have me working with my mentor, asking questions about business and completing research on advertising costs, labor expenses, and overhead. The last stage of my project will be about my future. I want to research which culinary schools are the best for cake making and decorating. It is my goal to go to culinary school and make cakes my life, so I want to make sure that I am going to the best place. This project will not cost me too much money, however there will be some cost involved in purchasing some cake decorating tools and baking supplies. I will be practicing a lot at my house, so I will need to purchase some supplies. I will also need gas money to drive to the bakery on weekends and show off my practice skills. My meetings with my mentor will be at the bakery where they work and I do not foresee any other meeting locations.

B. Mentor(s): My mentor is Kelly Correa. She is the owner/operator of Edelweiss Bakery in Rancho Bernardo. Edelweiss Bakery has been operating since 1967. I will be meeting at the bakery and working with a number of employees there. I hope to be able to interview everyone from the lead decorator to the dish washer. I want to learn as much as I can from the entire Edelweiss team.

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C. Investigation: To prepare for the beginning of my project, I researched several local bakeries and formed a list of potential places where I could intern. I then called the bakeries in the hopes of finding one that would let me intern. In addition, I have already begun to research culinary schools that specialize in baking. I am going to be applying to school soon, so I want to be prepared. I am going to continue my research on culinary schools. In addition, I have a lot of research to do on current baking trends. There is a lot more to cakes than just chocolate and vanilla, and bakers use all kinds of new ingredients these days. There is a lot of research that I am going to do on recipes, and endless decorating techniques and secrets. I will do my best to interview anyone I can about baking and decorating. Lastly, I want to do some research on owning my own business. It takes a lot to own a business. I have to research start up costs, vendors, permits, advertising costs, tax stuff, and so much more.

D. Academic Research: I honestly do not really know what my research paper will be about. I think I may do something on how America is so wasteful with food, or maybe research the obesity problem with children in America. School lunches would also be a good topic. I want to research something about food, but not necessarily cakes. There is not too much controversy surrounding cakes.

E. Timeline:

Month	How many hours do you expect to complete	What do you plan on doing? What supplies or resources will be needed? How much will this cost? (Any work you complete for points in English or Social Science cannot be counted as part of the 30 hours)	What pieces of evidence can you use to support this?	Possible time conflicts (sports, other school work, etc.)
September	2	Researched bakeries in the area to see where I may be able to intern. Started researching culinary schools.	Notes and phone numbers from the bakeries I contact, and email copies from the emails I send to the bakery owners. Notes and web pages from potential culinary schools.	The beginning of school is always a busy time.
October	4	I plan on completing mostly observation hours this month. Watching the cake bakers and decorators operate at the bakery. I will not need any supplies.	I will use my observation notes and pictures that I take.	Band practice and weekend tournaments.
November	6	This month I will complete my interview with my mentor. I plan on finishing my observation hours	Interview notes. Pictures of	The end of marching band season. I will

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		and taking on the challenge of making and decorating some cakes. I will practice the techniques that I learn at the bakery and make some cakes on my own. I will bring in the cakes I make to show my mentor. I also plan on doing a lot of research on culinary schools both for my senior project and to help me decide where to go to school next year.	me working at the bakery, pictures of me working at home baking and decorating. The notes I take from the feedback I get from my mentor on how my practice look and taste. Receipts from the cake decorating supplies. Research notes, including annotated articles about culinary schools.	be gone during Thanksgiving week at my older sister's wedding in Massachusetts.
December	10	I plan on continuing to practice my baking and decorating techniques. With the holidays around, the bakery that I am going to work at will be very busy. This will be a great time for me to get in a lot of practice with my mentor and the other employees at the bakery.	Pictures of me at the bakery. Notes that I take from feedback from my mentor. Pictures of the cakes I decorated on display at the bakery. Notes that tell what I did in the bakery for my hours.	The holidays are a busy time with family and friends.
January	5	I plan on taking on the challenge of learning about how to run a small business. I will do a lot of	Notes from websites and books. Notes	Finals are coming this month. In

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		research on the internet and also talk to my mentor at the bakery. I am going to create a cost sheet that will show how much it would cost for me to start a bakery in Poway.	that I take from talking to my mentor. The cost analysis sheet that I make on my new bakery.	addition, my soccer season starts.
February	2	I want to continue my research on creating my own bakery and also continuing to practice my baking skills.	Notes and annotated articles from research, and notes about, and pictures of my baking.	I will be very busy this month with soccer.
March	5	I will be showing off my new baking and decorating techniques by donating several cakes for the cake walk at the spring festival at Garden Road Elementary. I will be making four different cakes and decorating them all differently as well showcasing all that I have learned.	Pictures of the cakes and pictures of me at the cakewalk. Feedback from the winners on the taste of my cakes. Receipts from supplies.	Soccer season ends this month.
April	2	I will be finishing up at the bakery. I want to make some nice thank you cards for my mentor and the staff at the bakery.	I will make an example thank you card for my binder.	AP tests are coming!!

F. Possible Issues: There are a lot of possible issues that could come up. I have AP classes all year which take up a lot of time. My sister is getting married in November and I am in the wedding, so I will be gone for a week. Hopefully my internship at the bakery can last the whole year. My mentor says that I am welcome to work all year, but sometimes things can change unexpectedly. I play soccer in the winter, so that could hinder my progress on this project as well.

IV. Conclusion: To me, this project is amazing. I cannot wait to begin working at the bakery. I am very excited for all aspects of this project, from the researching to the baking, it suits me well. I hope that in the end I am able to learn a lot about cakes and that I can take that with me to culinary school next year. I hope that I am able to impress my mentor and maybe get a summer job as well. This project is a unique opportunity for me to learn something that I am already passionate about and I look forward to the journey ahead.