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The Leading Edge: 3 Ways to Stay Ahead of Your Sweet Competition

May 3, 2023

Being a [pastry chef](#) or [bakery business](#) owner can be wildly rewarding, offering the opportunity to hone your [technical skills](#) and create culinary masterpieces that are highly appealing to guests and customers.

However, as the competition heats up across this challenging field, it's more important than ever to [stay ahead of the crowd](#) and ensure your work stands out.

Whether you're a [pastry chef](#) or own a sweet business, finding ways to stay on top of your game can be challenging.

Certain requirements and skills such as basic [kitchen management](#), health and safety, [business development planning](#), [procurement](#), and [design](#) are tediously important.

Getting all these on point is a tough one! Whether you're a pastry chef or own a sweets business, finding ways to stay on top of your game can be challenging.

In this article, we'll share three strategies to take your pastry business to the next level and stay ahead of the competition!

Start with the end in mind

- **Design signature products.**

- **Cost the item accurately before pricing.**

Pricing your product is one of the biggest decisions you'll have to make as it impacts every facet of your business. There are a lot of factors to consider when it comes to [pricing products](#). One of the most essential elements of your price is that it should be able to sustain your business.

Leverage purchasing power for lowest cost coming in the door.

It's easier to save \$\$ by focusing on purchasing than to control ingredients usage in the work day.

Develop a culture of service.

[Hire employees based on their understanding of hospitality and service](#), not solely on experience. Be an example. Treat customers as guests. Even the best desserts and baked goods will fail if the [chef and employees](#) aren't welcoming.

Ready to stay ahead of your competition?

If you're looking for guidance on turning your business from being bland to having an edge. Chef Jimmy MacMillan's Pastry Virtuosity can help you! Not only is he an award-winning pastry chef and food designer whose original pastry creations and creative strategies continue to inspire innovation across the industry but he's a sought after business consultant. Head over to [Pastry Virtuosity](#) to learn more or [reach out to Jimmy directly](#) to see how he can help.

Chicago, IL, 60614, US

[312-771-3608](tel:312-771-3608) pastryvirtuosity@gmail.com