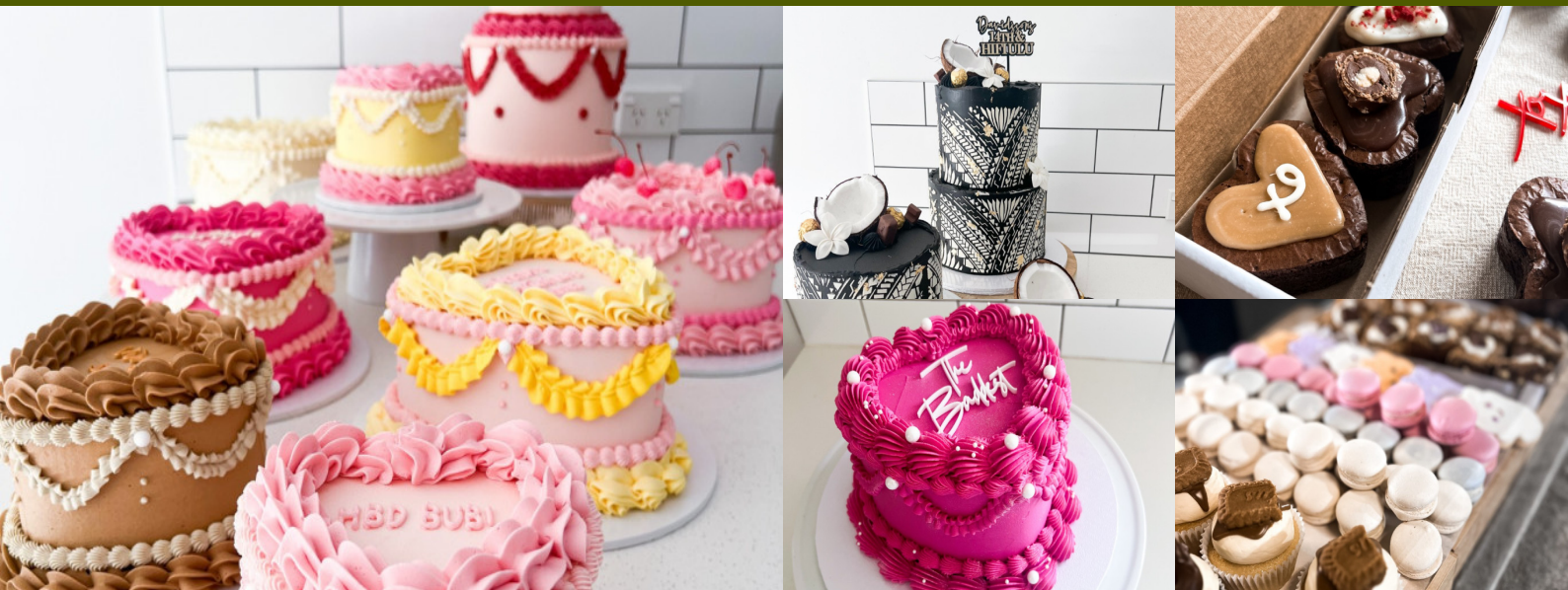


# Custom Cakes Business for Sale Papakura Auckland



## Boutique home based cake business

Turnkey opportunity to take over a well-loved, highly recognisable cake brand with 4+ years of trading, strong community reputation and consistent demand.

Early Bird Cakes is known for its custom buttercream cakes, wedding cakes, cupcakes, and particularly its signature vintage heart cakes, which have been the top seller for the last three years. The business has a loyal customer base across South Auckland and receives regular repeat orders for birthdays, baby showers, weddings and events.

### Why This Business Works:

1. Strong reputation and consistent enquiries without paid advertising
2. Highly efficient range of standardised cakes + easy custom add-ons
3. Niche designs that customers specifically seek out
4. Perfect for someone wanting a side business, full-time creative role, or to expand an existing food business
5. Flexible hours, home-based setup, and repeat clientele

Owner has moved into a full-time role in a new industry and is ready to pass the brand on to someone who can continue its momentum.

Interested buyers get in touch for an information pack and financials.

## Business Resources

### What's Included:

1. Full brand assets (name, logo, domain, website)
2. Instagram account (4,500 followers, strong engagement – grown almost entirely without paid ads)
3. Proven cake designs and streamlined ordering system

### Equipment & tools:

1. Commercial fridge
2. Turbofan commercial oven + workbench
3. 10L mixer
4. Extra home fridge
5. Full range of tins, piping tips, tools, & food colourings
6. Complete market setup (gazebo, trestle table, acrylic display case, trays)

Location: **Auckland**

Asking: **\$30,000**  
**Negotiable**

Type: **Home Based /**  
**Retail-Food Other**

## Contact:

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Short remote training and support available to ensure a smooth transition.