

SCALING YOUR BUSINESS FOR THE HOLIDAYS

Smart Guide



PLAN AHEAD

The Christmas period is peak time for sales, but it can also be overwhelming if not planned properly.



These notes will help guide you through ways to plan ahead to manage the increased demand, maximize profitability, maintain a high standard of quality this Christmas period.

GUIDE



Forecast Demand

Use past data (if available) to predict volumes even if not from Christmas period, did you do Halloween treats?

Create Menu

Offer a limited edition products themed treats, gift boxes, custom designs but ones that are easy to replicate and highly profitable.



Set Order Deadlines

Have clear cutoff dates for custom orders to help manage your workflow



Batch Baking

Prepare ahead where possible, make large batches of filling, cookie dough, buttercream

Pre make Decorations

Make fondant toppers ahead of time, print edible images, have cake toppers made.



Time saving Tricks

Invest in any time saving tools such as cupcake embossers, printed toppers, pre coloured fondant, stencils etc.



Bundles and offers

Offer gift sets rather than individual items to increase sales, suggest add-ons

Discounts

Reward early ordering, discounts for bulk buys.



Team Support

A lot of us are solo bakers but have you help available? A partner that could pick up supplies, or kids that could make up boxes?



Stock Management

Stock up on the essentials flour, chocolate, sugar, icing etc. Make sure you have enough packaging in it can prove hard to get closer to Christmas or face delivery delays.

Marketing

Plan when to advertise, share behind the scenes content, customer testimonials



Handling the Pressure

As prepared as you maybe things can go wrong, give yourself enough time to allow for ingredients running low that lead to last minute shopping trips for example.