

Bakery`s Doctor...!

- If you want to be leader in your region, you have to provide different type of products which cannot be made by your competitors. So reduce your capacity for simple products or produce another type of it.

Don't forget that simple bread or pastry can be produced by all the bakers but special tasted, colored or shaped bread/pastry needs craftsmanship, experience and equipments...!

- Follow marketing/manufacturing activities/methods of other bakeries around you and get the things what you may need or apply. This is not a robbery. The best way is the way you earn money from.
- Service, presentation and packing issues are as important as your products. Clients observe furnishing of your place, hygiene of your shop, presentation of products, behavior of your employers and then take a decision for buying.
- To run your business, you do have to consider 3 things;
 1. Satisfaction of your clients
 2. Satisfaction of your employees
 3. Financial position of your company

If you provide satisfactions in the list, the other comes automatically.

- Produce special type of breads, pastries or candies for special days like Christmas, Ramadan, Valentine Days etc. Give a special name for your product and make a good announcement for them.
- Add local tastes to your products. Consider also minority`s demand in your city.
- Produce new breads or pastries for few trays every month and observe reaction of your clients. Then continue or stop to produce the products accordingly.
- Increase number of the models for the best selling two products of you. By the way you hold your existing clients with you and add new clients.
- Try to be supplier of hospitals, army, schools, restaurants, supermarkets, factories, airways, prisons, saloons for wedding salons and birthday organizations, meal factories etc...! Get in touch with procurement departments of the firms/organizations and try to sell your products.
- If one of your products is losing its market share, start an investigation immediately and take a quick action to solve the problem.
- You may consider direct distribution system by mobile vehicles. Mobile vehicles introduce you more to people in your city and they may take a decision for buying your products whenever they see your vehicles. Presentation and packing are important factors at this point. Mobile vehicles should be targeted for schools, bus stations, hospitals, pause time of factories, city center, crowded and touristic places.
- Clients like online or telephone ordering system.
- Speak with your clients as their friend and try to learn what they want, what they like and don't like.
- Employ craftsman for your production lines.
- In any business, the most underutilized source of productivity gains is usually its employees. The best way to tap into their productivity potential is not through intimidation, coercion, demands or supplications, but rather by taking advantage of their knowledge. Most employees understand the inner workings of their business. Often they are aware of underlying issues management does not see.

- You can establish co-operation with other bakers for some cases. This is a cost effective way for you and profitable. You may employ temporary workers for urgent cases also.
- Financial blowing is as important as your profit.
- Start to work when electric tariff is cheaper than other hours. Mostly electric tariff is cheaper during night time.
- If you currently pay your bills quarterly when you receive them, you can cut the cost by around 10% with almost every provider by simply switching to monthly direct debit.
- Try to orient your client for cash payment instead of credit card. You may give extra discount for cash payments.
- Go with the flow. Rather than paying for employees who sit idle when business is slow, consider hiring temporary employees to handle surges in business.
- Commission your sales force. Overhead, salaries, incentives, training costs, fringe benefits and expenses add up when you're hiring your own sales representatives. Contracting independent manufacturers' sales reps, paid on commission only, is less expensive-and often equally effective.
- Time your payments. Ask suppliers if they give discounts for early payment. If not, it's to your advantage to pay your bills-including utilities, taxes and suppliers-as late as possible without incurring a fee
- Seek at least three bids on everything. Even mundane purchases merit shopping around. If you quote a competitor's lower price, a supplier or vendor will often match that price to win your business.