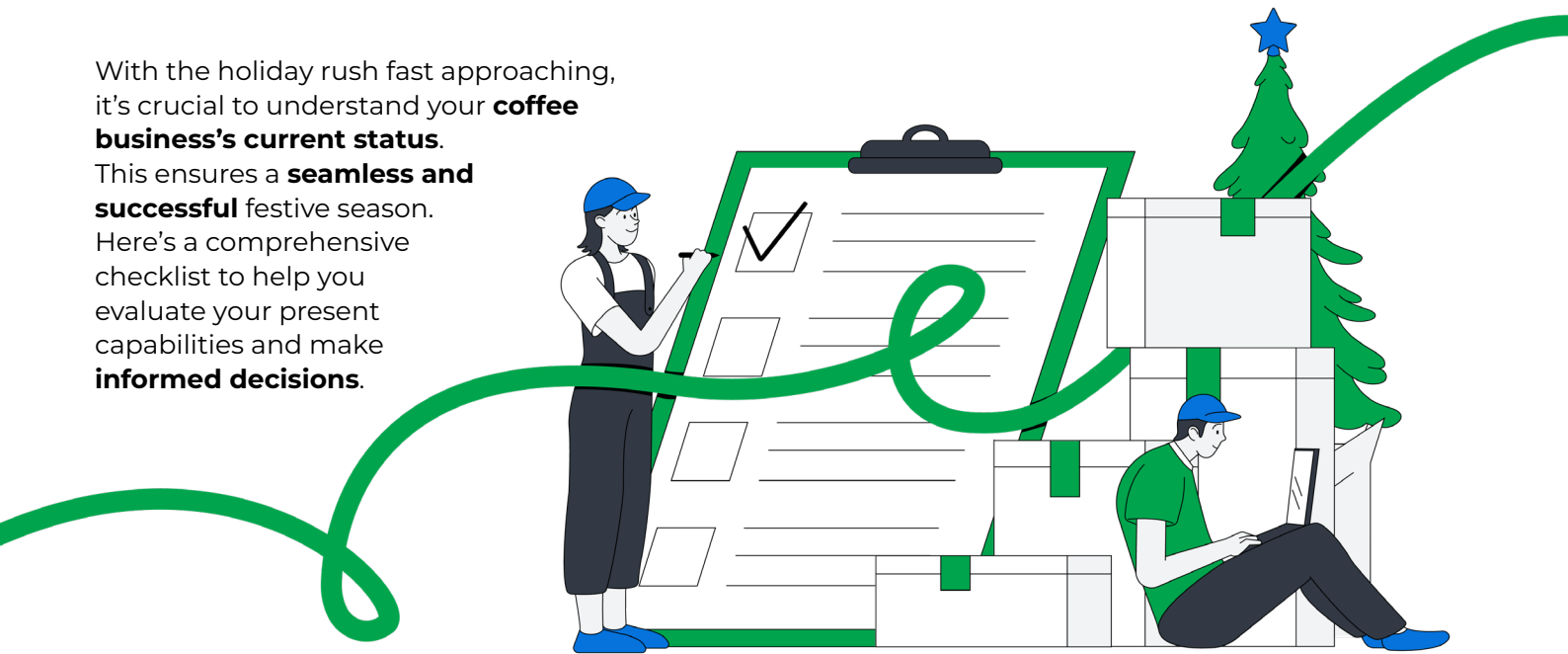


Holiday Rush Checklist

With the holiday rush fast approaching, it's crucial to understand your **coffee business's current status**.

This ensures a **seamless and successful** festive season.

Here's a comprehensive checklist to help you evaluate your present capabilities and make **informed decisions**.



How to Review

For the following tasks, you can use a variety of tools like your CRM, POS Systems, spreadsheets, inventory management systems, and of course, Cropster Commerce and Roast. Any questions about Commerce? Don't hesitate to contact our team.

1. Review Last Year's Coffee Production Volume

- Open Cropster Commerce, Click on your Production Report and find all necessary numbers in one place. Any questions about Commerce? Don't hesitate to contact our team.
- Volume Green Beans roasted: _____
- Volume Coffee roasted sold: _____
- Volume Roasted Coffee left over: _____
- Packaging ordered No.: _____; Price: _____
- Packaging left over No.: _____

2. Compare Customer Numbers from the Previous Year

- Most active/relevant customers last year: _____
- Most relevant customers this year: _____
- Number of active customers this year: _____ compared to last year: _____
- → A change in roasting for _____%

3. Align Coffee Roasting with Business Needs

- Optimal estimated amount green beans roasted: _____
- Optimal estimated amount packaging: _____

4. Reflect on Challenges Faced Last Holiday Season and Plan Improvements

Identify challenges in the following areas and plan corresponding improvements:

- Green Bean Order: _____
- Roasting: _____
- Sales: _____
- Inventory & Storage: _____
- Marketing: _____
- Timeline: _____
- Shipping: _____
- Packaging: _____
- Communication: _____
- Other: _____

Plan for This Year:

- Roasting: _____
- Sales: _____
- Inventory & Storage: _____
- Marketing: _____
- Timeline: _____
- Shipping: _____
- Packaging: _____
- Communication: _____
- Other: _____

Current Status:

Assess Resources and Inventory for Effective Planning

1. Determine Current Capacity in Terms of Resources and Storage

(Using Cropster Commerce Feature: X)

- Green bean available storage: _____
- Roasted coffee inventory: _____
- Packaging storage: _____
- Empty storage: _____
- Capacity to roast/day: _____
- Financial resources: _____

2. Check Green Beans and Inventory Levels

- Green bean inventory: _____
- Estimated need green beans until New Year: _____

3. Identify New Trends and Marketing Strategies

- What marketing strategies are trending online? _____
- Trending flavors or bundles: _____
- Trending seasonal flavor profiles or bundle ideas: _____

4. Confirm Wholesale Customer Availability During the Holiday Season

- Wholesale Customer not available:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- Wholesale Customer available:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

5. Allocate Extra Time for Potential Shipping Delays

- Partner: _____
- Extra time: _____
- Partner: _____
- Extra time: _____
- Partner: _____
- Extra time: _____
- Partner: _____
- Extra time: _____

6. Plan for Team Absences During the Holidays

- Name: _____
- Position: _____
- Time: _____
- Replacement: _____
- Name: _____
- Position: _____
- Time: _____
- Replacement: _____
- Name: _____
- Position: _____
- Time: _____
- Replacement: _____
- Name: _____
- Position: _____
- Time: _____
- Replacement: _____