

## **WEEK 8 IN-CLASS GROUP ACTIVITY**

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### **OPTIMIZING SALES OPERATIONS: A STRATEGY FOR STREAMLINING VICTORIA'S SALES PROCESS**

The team acknowledges the current challenges surrounding food security and the increasing expenses associated with groceries. Furthermore, there is a significant lack of dietary options for individuals with specific dietary needs, like celiac disease. Victoria's bakery has been a cornerstone of her community for many years, and the team firmly believes that expending her business to an online platform will not only offer greater convenience for accessing food from nearby areas but also enhance her operational efficiency. This transformation includes better scheduling of workers and procurement of materials to reduce delays and minimize ingredient wastage, ultimately contributing to a reduction in food waste.

With the shift to an online presence, customers can easily place orders from the comfort of their homes, along with the added benefit of prompt doorstep delivery. This service broadens Victoria's market reach, making her offerings suitable for larger events like birthdays or small company gatherings, potentially significantly boosting her revenue.

Furthermore, the introduction of a loyalty membership option, which allows customers to register online, is a promising addition. This membership program empowers both customers and Victoria to track their orders and rewards them with a free item for every 10 products purchased. As mentioned earlier, customers with dietary restrictions often struggle to find suitable baked goods. Encouraging these customers to join the loyalty membership program promotes repeat business and serves as an effective customer retention strategy.

In summary, the transition to an online platform is a mutually beneficial solution, enhancing the bakery's and the customers' experience. It addresses current challenges, improves convenience, and supports sustainability through reduced food waste. As Victoria embark on this exciting new journey, the team eagerly anticipate a brighter, more accessible, and customer-centric future for Victoria's bakery and the community she serves.