

Module 11: Crisis Management & Problem Solving

Handling Low Sales Periods

Identifying the Issue

Analyze daily sales reports 📊

Customer feedback & surveys 🗣️

Check competitor strategies 🔍

Strategies to Boost Sales

Launch limited-time offers (e.g. ₹99 combo deals) 🍔

Increase social media ads 📺

Host special events (e.g. live music nights) 🎵

Collaborate with influencers/bloggers 🌟📹

🚀 Improve customer loyalty programs 🎁



Cost Reduction & Profit Maximization

Optimize inventory to reduce waste 🍴

Negotiate better supplier deals 💰

Introduce high-margin items (e.g. premium shakes) 🥤

Track peak hours & optimize staffing shifts 👤



Alternative Revenue Streams

Focus on online deliveries 🚀

Introduce new seasonal products 🎃

Conduct barista training workshops 🏢

🚀 Act Fast! The sooner you identify & fix sales issues, the quicker your café thrives! ☕🎯