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SELF LEARNING BAKERY

by Market Hub



For the majority of bakeries production planning is something that falls low on the list of priorities. As a result retailers are over producing baked goods leading to huge amounts of waste and lost sales.



The Self Learning Bakery is a product created by Market Hub that gives retailers the opportunity to fully automate in-store bakeries. It analyses patterns in production, sales, waste and promotions and from this generates discount schedules; minimising waste, optimising sales and ultimately increasing profits.

20%

REDUCTION IN WASTE

20%

INCREASE IN PROFIT

KEY FEATURES



Bakers log production details in the app (goods baked and quantity)



Software analyses sales and waste patterns and recommends bake plans



Time based pricing ensures you capitalise on quiet & busy periods



Ability to implement promotions in real time and react to unsuccessful ones



Links price reductions to bake plans



Facilitates the roll out of regional offers (produce, currencies)

HOW DOES IT WORK?

1. The Baker is given a weekly bake plan.
2. The Baker logs details of what they baked in the Self Learning app.
3. Based on sales of baked goods The Self Learning Bakery suggests the optimum time for in-day discounting to maximise sales and minimise waste.
4. From this a discount schedule is generated and sent directly to the retailers Point of Sale.
5. As closing time nears the Electronic Labels update prices and highlight discount offers on specific SKU's.

Filter

- ☒ All
- ☒ On Target
- ☒ Improving
- ☒ Getting Worse
- ☐ Inactive

Scratch Baked Goods (12 Items)

Stats



Almost There !

Your Cash margin target is : 20.00 % **current average is 19.1 %**

Your Waste Target is : 4.5 % **current average is 3.9 %**



[3 Issues ...](#)



[2 Recommendations ...](#)

Current Schedule : **15 % off**

Changing : **at 4 pm to 25 % off** [View Schedule ...](#)



View Plan

Breads (6 Items)

Stats



Getting Worse !

Your Cash margin target is : 17.00 % **current average is 14.10 %**

Your Waste Target is : 7.25 % **current average is 8.9 %**



[4 Issues ...](#)



[3 Recommendations ...](#)

Current Schedule : **25 % off**

Changing : **at 6 pm to 50 % off** [View Schedule ...](#)



View Plan

Pastries (16 Items)

Stats



On Target !

Your Cash margin target is : 20.00 % **current average is 20.25 %**

Your Waste Target is : 4.5 % **current average is 3.9 %**



[1 Issues ...](#)



[1 Recommendations ...](#)

Current Schedule : **15 % off**

Changing : **at 4 pm to 25 % off** [View Schedule ...](#)



View Plan

CONTINPO

WHAT DOES THIS MEAN FOR YOUR BUSINESS?

The Self Learning Bakery works around the clock to identify opportunities that derive from external events, seasonal changes, consumer trends and daily trading trends.

- Significant reduction in waste
- Optimised sales, thus profits
- Reduced need to mass discount towards end of day
- Flexibility to implement time sensitive price changes, food to go offers
- Improved in-store efficiencies including stock management, production planning
- Labour cost savings



MARKET HUB

Power to Collect, Analyse and Act

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