

How To

MANAGE  
& MAINTAIN  
SEASONAL BUSINESS  
SUCCESS



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## INTRODUCTION

It's that time of year again; the phones are ringing off the hook, your social media page is seeing a flurry of activity, and you're building your team of seasonal workers. You've spent the year gearing up for this season, and now that it's here, just keeping up with day-to-day operations is a balancing act. However, even in the midst of the busyness, it's important to remember that engaging your customers and providing outstanding customer service during your peak season only happens when you understand and know how to meet their needs, intuitively and efficiently.

If you're operating a seasonal business in the recreational industry, then you know that among your biggest challenges is understanding and controlling your food and beverage department. In the following pages, you'll find out how to address your seasonal business's biggest pain points, as well as how the right food and beverage supplier can help make this season as profitable as possible.

## UNIQUE CHALLENGES OF SEASONAL RECREATIONAL BUSINESSES

Whether you're operating a local ice cream parlor or food stand, a boating company, a golf driving range, or any other seasonal recreation business, you have several unique challenges to address. Your hiring practices, cash flow cycle, and inventory management practices will all differ from those of a year-round business.

### HIRING

Hiring, training, and retaining dependable part-time employees is difficult enough, but when your workers know that they will only be employed by your business for a few months, creating a sense of loyalty and team morale is especially arduous. Taking measures like making seasonal employees feel like they're an important part of your company, offering a higher salary to returning hires, and creating an incentive program can all inspire loyalty. As a bonus, returning employees will require less training and may even be able to take on greater responsibilities.








## CASH FLOW

Operating a seasonal recreational business is, by nature, feast or famine. Assuming that there is no practical way to extend your season, among your biggest challenges is cash flow. You may scale back your staff and marketing campaigns during the colder months, but you still have to take care of basic operating costs. During the summer months, you'll bring in significantly higher revenue, but your expenses will also increase. Ideally, you should stockpile the cash you bring in at the end of your operating cycle, and then use your cash reserves to kick off the following summer's operating cycle. Many businesses, especially those experiencing fast growth, find that to be unrealistic and instead rely on a line of credit to balance it all out.

## INVENTORY MANAGEMENT

When you're selling perishable items like beverages, storing excess inventory in preparation for the following year is impossible. It's expensive to stock up, but the real expense comes when you have to dispose of the spoiled goods. Managing inventory during the summer months isn't easy, but it's not impossible. While new products are available every year and it can be difficult to gauge how well they will sell, you can look at past years and use previous sales as a proxy to help you

A decorative graphic on the left side of the page. It features several overlapping circles in shades of blue and white. A diagonal blue line cuts across the page, separating the top section from the bottom. Below the line, there is a photograph of a large ice cream cone with a white vanilla swirl on a yellow wafer cone, mounted on a stand. In the background of the photo, a modern building with a glass facade is visible under a clear blue sky.

determine a realistic budget for this summer. The right vendor will partner with you to help you maximize your bottom line and ensure that you have what you need, when you need it.

## **PEOPLE FIRST: MEETING THE NEEDS OF YOUR CUSTOMERS**

During the busy summer season, as you're caught up in juggling your business's back-end operations and creating a reliable team of seasonal employees, as well as the myriad of day-to-day issues that crop up, it can be easy to forget that meeting the needs of your customers is at the heart of your business. Whether ensuring that you have a full stock of food and beverages on hand at all times is the focus of your business or merely an aspect of what you offer to customers, this is not an area to skimp on.

If you're operating a seasonal business such as a golf driving range or a food stand in an amusement park or sports venue, then among your primary goals is to ensure that your customers have as few reasons as possible to leave your facility. Providing outstanding customer service by ensuring that your customers have access to snacks and meals on site is essential to your bottom line. As an added bonus, your snack and meal offerings may draw in outside customers who are looking for an alternative to chain restaurants.



## FORECASTING AND FULFILLMENT

Effective forecasting and fulfillment boils down to this: ensure that you have enough stock on hand to satisfy the needs of your customers, but not so much stock that you'll end up throwing out spoiled food and beverages at the end of the operating cycle. Having a system in place is essential for minimizing waste and maximizing your bottom line.

## PLANNING

Clearly, you need to track your current inventory throughout the season, but you also need to be able to predict your stock levels. Sales information isn't enough to make

purchasing decisions; you also need to consider other factors like:

- PREVIOUS OVERSTOCKS
- PREVIOUS BACKORDERS
- CUSTOMER FEEDBACK
- SUPPLIER FEEDBACK
- DELIVERY DATES AND HOW WEATHER CONDITIONS MAY IMPACT THEM

## REVIEWING COSTS

A key aspect of inventory management is finding ways to cut down on expenses, and one of the most effective ways to do that is by reviewing your operating costs. Look for profits and losses associated with:

- JUST-IN-TIME SALES
- DROPSHIPPING
- BACKORDERING
- BULK SHIPPING
- SHRINKAGE







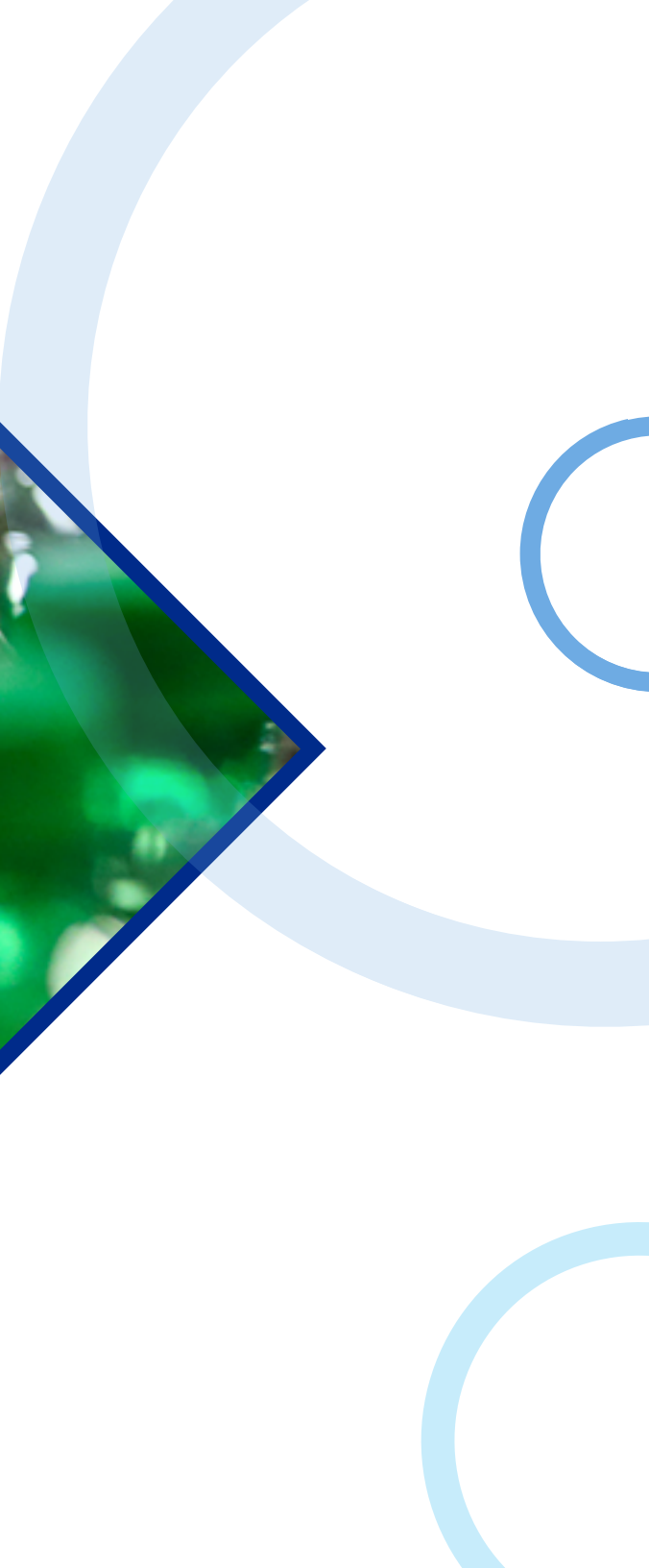
## **MONITORING YOUR SUPPLIERS**

No matter how much time you put into creating effective marketing campaigns, training your staff, and adhering to good business practices, an unreliable supplier can completely derail your efforts. A good relationship with your supplier doesn't just make life easier; it can make or break your success. Pay attention to things like promised delivery dates, actual receipt dates, quantity ordered versus quality received, and the condition in which your order arrived.



## HOW THE RIGHT FOOD AND BEVERAGE PROVIDER SUPPORTS YOU

Seasonal businesses have an entirely different set of needs than businesses that operate year-round. The right food and beverage supplier supports you by tailoring a service model to meet the unique needs of your business, rather than basing it off of models used by businesses that operate through the entire year. Partnering with a supplier that understands the complexity of seasonal businesses in the recreation industry and can help you manage your inventory is vital to your success.



## ARE YOU READY?

IF YOU'RE READY TO PARTNER WITH A FOOD AND BEVERAGE PROVIDER THAT WILL HELP YOU MAXIMIZE SEASONAL BUSINESS SUCCESS, THEN CONTACT US TODAY TO LEARN HOW BERNICK'S PROVIDES DEPENDABLE SUPPORT AND INNOVATIVE SOLUTIONS FOR BUSINESSES IN THE RECREATION INDUSTRY.

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