


Planning for the Festive Season

HOSPITALITY BUSINESS

CHECKLIST

DATE: _____

No	ACTIVITIES	
1	Seasonal Staffing: Evaluate staffing needs for the busy season and initiate the hiring process early to ensure you have a well-trained and adequate workforce.	
2	Menu Planning: Design a festive-themed menu with popular seasonal dishes and beverages to attract customers.	
3	Decor and Ambience: Enhance the festive spirit by decorating your establishment to create a welcoming and celebratory atmosphere.	
4	Inventory Assessment: Conduct a comprehensive inventory check to ensure you have enough stock of ingredients, beverages, and supplies to meet increased demand.	
5	Supplier Communication: Coordinate with suppliers to secure timely deliveries and prevent any shortages during the peak season.	
6	Marketing Strategy: Develop a targeted marketing plan to promote special offers, events, and discounts for the festive period.	
7	Online Presence: Update your website and social media profiles with festive-themed content and relevant information about your offerings.	
8	Reservation System: Implement or optimise a reservation system to manage the expected influx of customers efficiently.	
9	Staff Training: Provide specialised training to your staff on handling increased crowds, upselling, and delivering exceptional customer service.	
10	Customer Feedback Mechanism: Set up a feedback system to monitor customer experiences and address any issues promptly.	

No	ACTIVITIES	✓
11	Health and Safety Measures: Review and update health and safety protocols to ensure compliance with regulations and to address any seasonal concerns.	
12	Mystery Guest Assessment: Consider utilising mystery guest reviews to gain insights into the quality of your services and identify areas for improvement.	
13	Special Events Planning: Plan and promote special events such as themed parties, live music, or holiday contests to attract more patrons.	
14	Gift Card and Voucher Offers: Introduce festive gift card or voucher options to encourage customers to share the joy of your establishment with their loved ones.	
15	Stock Control Software: Implement inventory management software to streamline stock control, reduce errors, and improve overall efficiency.	
16	Data Analysis: Regularly analyse sales data and customer preferences to make informed decisions and optimise offerings.	
17	Staff Incentives: Motivate your staff with performance-based incentives to ensure they remain motivated and focused during the busy season.	
18	Supply Chain Diversification: Diversify your supplier base to minimise risks of disruptions and ensure a smooth flow of goods.	
19	Contingency Planning: Develop a contingency plan to address unexpected challenges, such as weather-related issues or sudden increases in demand.	
20	Customer Engagement: Engage with your customers through personalised emails, loyalty programmes, and social media interactions to maintain a lasting connection beyond the festive season.	



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