

## **Sales forecast** (prognoza sprzedaży)

Sales forecasting is the determination of the anticipated amount of sales of products that a company has on offer. This forecast depends on factors such as the marketing plan, changing trends or competition. When forecasting sales, it is useful to consider things such as customer behavior, condition of market in the future, relationship between supply and demand or the economic conditions in the areas where the business operates.

### **Sales forecasting methods in gastronomy**

One method of forecasting sales is to assume sales volumes. Being at the start of your business, the extent to which the needs of the market are being met is worth investigating, so that we can estimate the future value of sales. To do this, you need to determine the size of the market you should want to find out how many customers your competitors are serving. These activities should show how much market demand is covered. Once the analysis is done, we can use a simple formula.

Market potential - number of customers served in the market = number of customers that are not going to use our service, and therefore won't lead to increased supply. Knowing this value, we can move on to calculating the value of sales using the formula.

Number of customers that do not lead to an increase in supply multiplied by an average order value at our premises.

Another method is to try to estimate the degree of market saturation. We do this by dividing the number of potential guests by the size of the market.

Applying mathematical methods can provide us with a lot of important information. Before doing so, however, it is worth observing the competition. In practice, this means several visits to a competitor's

premises, during which we can see the potential number of customers and the average value of orders.

The second issue to address when it comes to forecasting sales is the cost of raw material. When forecasting profits, it is useful to determine the costs incurred by our company. It is worth using the cost of raw material for groups of products. This is because we can impose a much higher margin on certain products.

The cost of employees is also a very important aspect when forecasting sales. Without them, the enterprise would not be able to function. It is worth treating the cost of employees as a fixed cost and not making it dependent on sales, although bonuses for employees can be considered an exception from that general rule.

One of the last aspects to be addressed when it comes to sales forecasting is operating costs. These are all costs that do not change in proportion to sales, but are not fixed. These include things such as rubbish collection, equipment servicing, water, electricity, advertising campaigns, website, purchase of appropriate cleaning products, and so on.

Profit is the key factor that illustrates how much money is left after all costs have been deducted. An increase in sales volume does not necessarily mean an increase in profit at the same time. A common strategy is to increase costs just to sell more products. The best solution is to increase sales while optimizing costs. By doing so, profit will be greatest.

### **Software for bakeries and pastry shops**

One solution to forecasting sales is to use the right software. We, for example, offer Ada++ software for bakeries and pastry shops that uses one of the most innovative algorithms that, among other things, helps to better manage product stocks, orders, and own shops. The algorithm is able to create orders itself based on data such as deliveries and returns,

name days, weather, shortages or order anomalies. While using Ada++, you do not have to worry about things like sales forecasts.

The algorithm is able to reduce the level of returns on its own and increase the number of products ordered so that the quantity is adequate for current sales. By setting up the product individually for each customer, the artificial intelligence is able to adapt its system from many different angles. Based on parameters such as location, opening hours, closing hours, number of spaces at the counter and expiry dates, the algorithm is able to create orders on its own, check current stock levels, process information on returns, and eliminate many order-related anomalies, thus detecting all anomalies and fixing errors.

Besides Ada++, it is worth using other products from InfoPiek: InfoPiek Production, which is one of the best tools for improving production management. For employees who work away from the company, the company has created the InfoPiek Mobile app, which can locate the device on which it has been installed. In addition, the app allows an order to be saved on a device that is off-line, where the order in question will be sent once a network connection is established.

As you can see, IT solutions are able to make the work of many people much easier. Thanks to the Ada++ AI, running a bakery or pastry shop becomes something much easier. Program will calculate the sales forecast itself, and thus allow us to focus on running the business efficiently.

Uncategorized

## **InfoMobile - a mobile solution in the age of pandemics**

(InfoMobile – rozwiązanie mobilne w dobie pandemii)

During the coronavirus pandemic, everyone was, in a way, forced to introduce new, often innovative solutions, sometimes never used before, into their own and their company's daily lives. As a result of caring for one's health and the health of loved ones and colleagues, interpersonal contact had to be significantly reduced. This necessitated the introduction of other methods of communication, which the InfoMobile application offers.

### **Software for bakeries, a new solution for businesses.**

The InfoMobile software is a state-of-the-art electronic solution that is an invaluable support for the operation of bakeries and patisseries in this difficult time, when the vast majority of employees perform their duties away from the company's head office.

InfoMobile is a tool dedicated not only to bakeries, but it is also a programme for confectioneries. The mobile application streamlines all field tasks, so it will be an excellent solution for all drivers and escorts, significantly improving their work and increasing its efficiency at the same time.

The bakery software gives the possibility to pinpoint the location of the machine and thus the employee using GPS. With the software, it is also possible to enter and save orders, even when the device is offline. The data entered will be immediately transmitted as soon as the device establishes a network connection.

In addition, the InfoMobile mobile app can determine the most suitable route, which streamlines the entire logistics process. What distinguishes our software is gaining access to diverse order templates, making the execution of daily orders much easier. The software also provides access to personalised email and FTP. Specifically for drivers, the application

provides the ability to place and, more importantly, edit already placed orders, for customers linked directly to the company, making communication much easier. The app also records payments for goods, which guarantees the transparency of transactions.

With the installation of InfoMobile, you get access to the generation of possible returns, as well as supervision and control of the route. When using the mobile application for bakeries and pastry shops, you can freely determine the percentage of reimbursement to which you are entitled.

### **InfoMobile - why use modern apps?**

The app is modern and at the same time extremely intuitive, making it easy to use.

Thanks to the InfoMobile application, bakery and confectionery owners will be able to deal with their daily duties and tasks, such as monitoring deliveries and returns, much more quickly. What is more, with our software, creating sales forecasts also becomes possible .

All the time, we are constantly working on optimising our solution, introducing technological innovations that noticeably improve the working comfort of the entire company team.

What sets our software apart is that it is tailored to the personalised needs of each of our customers, making it easier to run your own business. Sales representatives and contractors using the InfoMobile application can create their own orders and, more importantly, gain real-time access to billing and an overview of the company's current stock. This is an indispensable tool, thanks to which the daily tasks associated with running a bakery or confectionery will no longer be a problem.

A modern solution in the form of the intuitive InfoMobile software offers a number of benefits for the company:

- possibility of off-line data entry, the order is saved and sent immediately after a network connection is obtained;
- customisation of the software to meet personalised needs, possibility of route selection;
- access to dedicated order templates and creation of your own based on previous data;
- unrestricted access to e-mail and FTP;
- possibility to determine the location of the device using GPS.

Access to orders in real time using InfoMobile software offers a real opportunity to improve the logistics processes of a bakery or confectionery. Logistics is an extremely important part of the day-to-day running of a business, which is worth noting especially at a time when interpersonal communication has been so severely restricted. The introduction of innovative technological solutions makes it possible to minimise the losses associated with the introduction of numerous restrictions to everyday life.

We encourage all bakery and patisserie owners to take advantage of the InfoMobile app to help run their business during a difficult time. If you have any questions, we encourage you to contact us. We will be happy to answer them and explain the possibilities offered by the app.

Industry news

## **Artificial intelligence in the catering industry** (Sztuczna inteligencja w branży gastronomicznej)

Ada++ technology is the new quality. The programme for patisseries and bakeries will take your business to the next level. Keep in mind that, in many areas, humans cannot keep up with the capabilities of machines and competitors who rely solely on planning done by humans cannot match the efficiency of the system.

Artificial intelligence is becoming more and more ubiquitous and this trend will increase whether we like it or not. By combining algorithms with the incredible computing power of today's computers, artificial intelligence offers possibilities we never dreamed of before.

The most distinctive approach is that of Facebook, which collects information about its users and then uses it for marketing purposes. We live in a time when algorithms can influence the outcome of presidential elections by suggesting content that will be tailored to our expectations (the famous Cambridge Analytica case).

It is only a matter of time, when the ability to profile customers will become one of the most profitable industries. At the same time, AI are not systems that are something mysterious and expensive. No, in fact the algorithms are widely known and can be used in any application. The food industry seems to be a new arena where developments in technology can be used to make a business profitable. Forecasting sales will allow bakeries and pastry shops to adapt to the needs of the market and, in turn, get rich quick. The inferences made by the artificial intelligence system will allow a reduction in returns, leading to the satisfaction of the entrepreneur . Finally, sales inference is a powerful system that will take your catering business to the next technological level, leaving competition far behind.

**Artificial intelligence makes virtually no mistakes**

The word 'intelligence', in the context of this artificial one, has long been a topic of contention. There are questions of proponents of strong and weak artificial intelligence. This is irrelevant, however; the most important thing is that the systems are based on mathematics, largely statistics. Artificial neural networks are really a matter of transferring information between elements of the system, and these neurons are only and as much as, inspired by biology. Linked to the networks is the ability for the network to 'self-teach' after inputting data. Google's AlphaZero algorithm was given information about the rules of chess, and then by playing with itself it became... the best chess player in the world between both humans and computers. This goes to show how powerful the possibilities of artificial intelligence are. Now it has also entered the food industry.

### **Sales forecasting for the "Returns Slayer"**

The ability to make a sales forecast is fundamental (but not only!) advantage of software for a confectionery or bakery. Consider the intelligent Ada++ system called the "returns slayer". Based on analysed data, it is able to provide an idea of how much to produce in order to maximise profits. To produce too much is to lose money on the disposal of products that have not sold, and to produce too little is to miss out on full earning potential

### **Artificial intelligence in the catering industry**

The software for bakeries and pastry shops allows collaboration between the different branches of the business to optimise the process from product purchase to sale. Ada++ is based on the analysis of up to 300 million receipts and will allow you to better manage the stock of products, orders or any deliveries. The software dedicated for confectioneries (but not exclusively for them) will ensure that your company no longer wastes resources. A proper supply chain combines a lack of waste with no downtime due to a shortage of production materials. Software for bakeries will not only use data on the location



and opening hours of the shops, but can also take into account aspects such as the amount of display counter space or shelf life.

**Enhance the employee comfort, let them do only what is really needed.**

Employees who can take advantage of the benefits of artificial intelligence can focus on their core duties. A lot of time is lost to planning the entire sales process, that time can be used in other ways. On the one hand, we ourselves have to orchestrate the technological issues appropriately; on the other, we have to hit the requirements set for us by the shops that are the recipients of our products. Having to combine these categories is a waste of manpower potential. Let the employees of the bakery or confectionery deal with the production of food, by shifting organisational duties to a system that performs such tasks automatically. From a computational point of view, humans are no match for intelligent systems and are unable to analyse such a large amount of data in order to draw appropriate conclusions.