

CNY pre-orders, sorted.

A 6-week countdown.

Chinese New Year 2027 falls on **Saturday, 6 February**. Most bakers hand over orders in the days before CNY eve, so the dates below count back from that. Tick things off as you go, and shift the dates if you start earlier or later.

6 weeks out

around 26 Dec

Menu, pricing and caps

- ☐ **Lock your festive menu.** Fewer items done really well are easier to bake in batches than a long menu.
- ☐ **Cost every item properly.** Ingredients, packaging, gas and electricity, delivery, and your own time. Then set your prices.
- ☐ **Fix sizes and bundles.** Write down the exact piece count or weight per tub or box so every order is the same.
- ☐ **Set an order cap per product.** Units you can bake per day × baking days, minus a buffer for burnt trays and remakes. Key the caps into the tracker.
- ☐ **Pick your dates.** Order open date, order cut-off, last bake day and collection days.
- ☐ **Write your deposit and cancellation policy.** Use the template in this kit and fill in the blanks.
- ☐ **Plan pickup slots.** How many handovers can you do per hour without a doorstep jam? Set that as the max per slot.
- ☐ **Re-read the rules that apply to you.** Check the latest HDB and SFA guidance for home-based food businesses.

4 weeks out

around 9 Jan

Open orders and stock up

- ☐ **Post one clear menu.** Items, sizes, prices, allergens, cut-off date, collection days, deposit terms and how to order.
- ☐ **Tell past customers first.** Send it to the people who already agreed to hear from you, then post it publicly.
- ☐ **Ask for one order format.** Name, phone, items and qty, pickup or delivery, preferred slot. It saves a lot of back-and-forth.
- ☐ **Log every order the same day.** Even the “chope first, pay later” ones. If it's not in the tracker, it doesn't exist.
- ☐ **No deposit, no confirmation.** An order is confirmed only after you've seen the deposit in your bank app.
- ☐ **Buy packaging and dry goods early.** Tubs, boxes, labels, stickers, bags and shelf-stable ingredients. Festive stock can run low near CNY.
- ☐ **Check your equipment.** Oven, oven thermometer, mixer, spare trays and storage space. Line up a helper if you need one.

My key dates

Orders open

Order cut-off

Deposit due within

Last bake day

Collection days

Pickup slot length / max per slot

Quick cap maths

Units per bake day × bake days – buffer = your cap
 Worked example (made-up numbers): 12 tubs a day × 5 days = 60, minus a buffer of 6 = **cap of 54 tubs**.

Fill yours in:

_____ × _____ – _____ = _____

Then set it in the tracker's **Batch Capacity** sheet, which flags the product as FULL when you hit it.

2 weeks out

around 23 Jan

Cut-off and confirm

- ☐ **Close orders on your cut-off date.** Post "orders closed" on your status, stories and bio so people stop asking.
- ☐ **Mark sold-out items everywhere.** When a product hits its cap in the tracker, update your menu post and story right away.
- ☐ **Chase unpaid deposits once.** One polite message with a deadline. After that, release the slot as your policy says.
- ☐ **Reconcile the tracker.** Every confirmed order should show "Verified in bank = Y" for its deposit.
- ☐ **Plan your bake schedule.** Use the batch-capacity sheet totals: which product, how many, on which day.
- ☐ **Order fresh ingredients for bake days.** Butter, eggs and other perishables, timed to your schedule and fridge space.

Final week

30 Jan – 4 Feb

Bake, pack, remind

- ☐ **Bake in shelf-life order.** Items that keep longest first, items that must be freshest last.
- ☐ **Pack and label by slot.** Order no., name and items on every bag. Check each one against the tracker.
- ☐ **Send pickup reminders the day before.** Slot time, directions, balance due and how to pay it. Template in this kit.
- ☐ **Set up a pickup spot.** Bags lined up in slot order, the tracker open, and your bank app ready.

Collection days

before CNY eve, 5 Feb

Hand over without the chaos

- ☐ **Verify balances in your bank app before handover.** Not the screenshot. See the box on the right.
- ☐ **Mark each order "Collected" as it goes.** At the end of the day, anything not collected is easy to spot.
- ☐ **Handle late pickups and no-shows by your policy.** One friendly message, then offer the next free slot.
- ☐ **Keep one or two spares if you can.** For dropped tubs and squashed boxes.

PayNow checklist: check your bank app, not the screenshot

Use this at every deposit and every balance payment.

- 1 Check your bank app, not the screenshot.** Money has only arrived when it shows in your own account. A screenshot can be edited or reused.
- 2 Match the amount exactly.** S\$85.00 is not S\$58.00. Check every digit.
- 3 Match the reference.** Ask customers to type their order no. (e.g. CNY-012) in the PayNow reference or comments.
- 4 Match the date and time.** The incoming transfer should line up with when they say they paid.
- 5 Different name? Ask.** A spouse or kid may have paid. Note the payer's name in the tracker.
- 6 Turn on incoming-transfer alerts** in your bank app if your bank offers them.
- 7 Don't let urgency rush you.** "I'm downstairs, just paid!" Check first, then hand over.

Only mark "Verified in bank = Y" in the tracker after you've seen the money in your account.

After CNY

from 9 Feb

Reviews and repeat customers

- ☐ **Say thank you.** A short thank-you message to every customer goes a long way.
- ☐ **Ask for a review or photo.** Ask permission before you repost anything.
- ☐ **Ask who wants your next menu.** Keep a list of customers who said yes for Raya, Deepavali or Christmas.
- ☐ **Review your tracker.** Best sellers, what sold out first, no-shows and what to cap differently next time.
- ☐ **Settle any refunds you owe.** Follow your policy and close it off.

Works for every festive season. Same countdown for Hari Raya (10 Mar 2027), Deepavali and Christmas: just count back from your last collection day.