



FREE KIT FOR HOME BAKERS

Festive Pre-order Survival Kit

For CNY, Hari Raya, Deepavali and Christmas pre-orders taken over WhatsApp, Instagram and Telegram. Fewer 1am scroll-ups, fewer "paid already!" mysteries, more sold-out batches.

WHAT'S INSIDE

- 1 Festive order tracker**
Excel / Google Sheets: orders, deposits, PayNow checks, batch caps and pickup slots in one file.
- 2 CNY pre-order prep checklist**
A 6-week countdown, from menu and caps to reviews and repeat customers.
- 3 Deposit & cancellation policy**
Fill-in-the-blanks template you can post today.
- 4 Copy-paste WhatsApp messages**
Order confirmation, payment received and pickup reminder.
- 5 The real cost of checking payments by hand**
The manual PayNow routine, multiplied out, plus what's coming.

OrderKaki

Your chat hustle, finally organised.

Works on its own.
No app needed: just your phone, a spreadsheet and a pen.

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.

Your deposit & cancellation policy

A friendly, ready-to-edit policy for festive pre-orders. Replace everything in **[brackets]**, delete what doesn't apply, then pin it on your menu post or send it with every order summary. An editable copy (.docx and .md) comes with this kit.

[Your bakery name] • Festive pre-order policy

Thank you for ordering with us! We bake every order fresh in small batches, so we plan ingredients and oven time around confirmed orders. Here's how it works.

1. Placing your order

Orders open on **[open date]** and close on **[cut-off date, time]**, or when we're sold out, whichever comes first. To order, send us your name, phone number, items and quantity, pickup or delivery, and your preferred slot.

2. Deposit to confirm

To confirm your order, please pay a **[]%** deposit by PayNow to **[PayNow number or UEN, account name]** within **[] hours** of our order summary. Please put your **order number** in the PayNow reference. Your order is confirmed once we see the payment in our bank account, and we'll message you to let you know. Orders without a deposit after **[] hours** will be released to the next customer.

3. Balance

The balance is due **[by (date) / at pickup, before handover]**, by PayNow with your order number as the reference **[or in cash]**. We check every payment in our bank app before handing over your order.

4. Changes

You can change items or quantities until **[date]**, and your pickup slot until **[date]**, subject to availability.

5. Cancellations and refunds

- Cancel by **[date]**: **[full deposit refund / deposit refunded less S\$__ / store credit for a future order]**.
- Cancel after **[date]**: the deposit is non-refundable, as ingredients have been bought and your batch planned.
- If **we** need to cancel (for example, illness or an oven breakdown), we'll refund everything you've paid in full.

Note: this template is a friendly starting point, not legal advice. Keep it short, clear and kind, and apply it the same way to everyone.

6. Pickup

Pickup is at **[area or block, exact directions sent the day before]** during the slot you chose. Pickups run back to back, so please come on time. Running late? Just message us.

7. Late pickup and no-shows

If you're more than **[] minutes** late, we'll **[hold your order until (time) / move you to the next free slot]**. If an order isn't collected by **[date, time]** and we haven't heard from you, it counts as a no-show: **[the deposit / the full amount]** is non-refundable, and we can't hold fresh bakes beyond **[date]**.

8. Delivery (if offered)

Delivery is **S\$[]** to **[areas]**, within a **[]** window. Someone needs to be home to receive it. Re-delivery after a failed attempt is **S\$[]**.

9. Allergens and storage

Our bakes are made in a home kitchen that also handles **[nuts, peanuts, eggs, dairy, wheat/gluten, soy, sesame, other]**. We can't guarantee any item is free from allergens, so please tell us about allergies **before** you order. Storage: **[keep in an airtight container, away from heat; best enjoyed within __ days]**.

10. Agreeing to this policy

Paying the deposit means you've read and agreed to this policy. Thank you for supporting a small home business!

Copy-paste WhatsApp messages

Save these as Quick Replies (WhatsApp Business) or in your phone notes. Swap the [brackets] for real details. Using the same order no. in your message, the PayNow reference and the tracker makes payments easy to match.

1. Order confirmation + deposit request

Hi [Name]! Thank you for your order 🍰 Here's what I've got down:

Order no: [CNY-012]

- [2] x [Pineapple tarts, 50 pcs tub]
- [1] x [Kueh bangkit tub]

Total: S\$[]

Pickup: [Sat 30 Jan, 2-3pm] at [area]

To confirm, please PayNow the deposit of S\$[] to [number/UEN, name] by [date, time], and put [CNY-012] in the reference. Once I see it in my bank account, I'll message you to confirm. Balance of S\$[] is due [at pickup / by date].

Policy: [link or "see below"]. Any allergies I should know about?

2. Payment received

Hi [Name], received your deposit of S\$[] for order [CNY-012], thank you! ✅

Your order is confirmed:

Pickup: [Sat 30 Jan, 2-3pm] at [area]

Balance: S\$[], due [at pickup / by date]

I'll send a reminder the day before. Any changes, just let me know by [date].

3. Pickup reminder (day before)

Hi [Name]! Friendly reminder that your order [CNY-012] is ready for pickup tomorrow:

📅 [Sat 30 Jan], [2-3pm]

📍 [address / directions]

💰 Balance S\$[] by PayNow to [number] with [CNY-012] as reference [or cash]

Running late? Just drop me a message so I can plan. See you! 🍍

Bonus: gentle deposit nudge

Hi [Name]! Just checking in on order [CNY-012] 😊 I'm holding your [items] until [date, time]. If you'd still like it, please PayNow the S\$[] deposit with [CNY-012] as reference. If plans have changed, no worries at all, just let me know so I can offer the slot to someone else.

Bonus: thank you + next menu

Hi [Name], thank you so much for ordering with us this CNY! 🇸🇬 Hope the family enjoyed them. If you have a moment, a quick review or photo would really help a small home bakery like ours: [review link]. Can I add you to our list for our [Raya / next festive] menu?

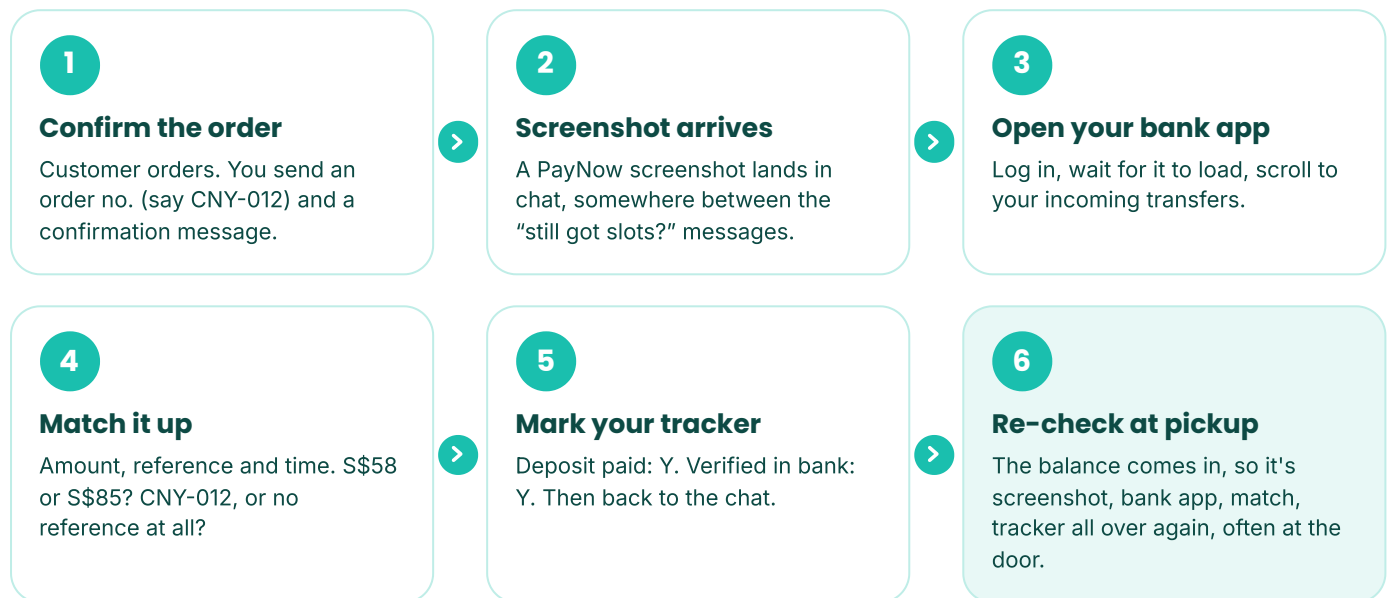
Bonus: orders closed

Hi [Name], thank you for asking! Our CNY orders are fully booked for this year 🙏 Want me to message you when our [Raya / next] menu is out?

Tips: send the order summary **before** asking for payment, so customers can spot mistakes early · one order no. per customer, e.g. CNY-001, CNY-002 · confirm only after the deposit shows in your bank app · keep the policy link in your WhatsApp Business profile or pinned on your menu post.

The real cost of checking payments by hand

Every PayNow payment you take over chat goes through the same little routine. Here's what one order looks like when you check everything yourself, from "can I order?" to pickup.



Now multiply it out EXAMPLE ONLY

$$80 \text{ CNY orders} \times 2 \text{ payments each deposit + balance} = 160+ \text{ bank checks}$$

Say you take 80 CNY orders. With a deposit and a balance, that's **160+ bank checks**, plus chasing the ones that don't match.

Run the 6 steps above for each of those 80 orders and it's **480 steps** (80 × 6), each one a few taps and an app switch. That's hundreds of taps, squeezed in between bakes.

Your numbers: ____ orders × 2 = ____ bank checks
Made-up example numbers to show the maths, not a statistic.

Sound familiar?

Hi! Paid already 😊

Sent the screenshot just now, can check?

Balance paid yesterday from my husband's account

1:07am, scrolling up... who sent S\$48 with no reference? 😊

The kind of messages every festive baker knows. Illustrative only.

What if your bank's email alert did the checking?

That's what we're building: forward your bank's PayNow email alerts and OrderKaki will help check payments for you, instead of you squinting at screenshots. Works with selected banks.

Turn the page →



Next festive season, bake more, chase less.

We're building **OrderKaki** to handle the orders, payments and admin, so your only job is to bake and deliver to your customers.

COMING SOON IN EARLY ACCESS

What OrderKaki is building for you

- **Its own PayNow QR for every order.** We're building it so each order gets its own PayNow QR, so each payment is easier to match to its order.
- **Bank email alerts, checked for you.** Coming soon: forward your bank's PayNow email alerts and OrderKaki will help check payments for you, so no more trusting screenshots. Works with selected banks.
- **Only the odd ones out.** Anything unclear will go to Needs review, so you only look at the few that need you.
- **Screenshots aren't proof.** We're building it so payments are matched against your bank's email alert, not a screenshot.
- **Your money, your bank.** Payments will go straight to your own bank account.

Also on the way: one order link with batch caps and pickup slots, and a customer list that stays yours.

Join early access

Free during early access. Sign up at orderkaki.pages.dev and help shape what we build.

Follow us

Follow [@orderkaki](#) on TikTok & IG
for home biz tips and early-access news.

Help us build it right

Tell us how festive orders really go for you. About 4 minutes, anonymous.

form.jotform.com/262904560986064?batch=food

Know a home baker who needs this? Send them the kit: orderkaki.pages.dev/kit