

Path

to

PROFIT

Bakery Profit Center Management

**Presenting a powerful
profit-focused
training program for
your *bakery* managers**



Your bakery managers' fundamental role is to generate profits—by controlling inventory, managing expenses and increasing gross margins. To help you give them the knowledge they need, IDDBA brings you a powerful training program: *Path to Profit*.

This program does more than just inform. It involves your bakery management staff in the learning process through real-world exercises and entertaining vignettes. *Path to Profit* challenges your bakery managers to look hard at the issues that impact your bottom line.

Invest in your staff's knowledge and skill level. Give them the training that will allow them to increase profits in your bakery department. Order your copy of *Path to Profit* today!

TRAINING TOPICS

Section 1: Understanding the Concept of Profit

- Distinguishing between sales and profit
- Calculating gross profits and margins
- Determining the effect of turns on profit
- Reading Bakery Department Operating Reports

Section 2: Generating Profit Through Sales and Merchandising

- Exploring the psychology of the consumer
- Learning suggestive selling techniques
- Designing effective signage
- Creating merchandise promotions

Section 3: Generating Profit by Increasing Gross Margins

- Mastering pricing and purchasing concepts
- Experimenting with product mixes
- Troubleshooting a low gross margin

Section 4: Generating Profit by Controlling Bakery Inventories

- Minimizing shrink
- Dealing with charges and credits
- Maintaining inventories

Section 5: Generating Profit by Managing Direct Expenses

- Forecasting department sales
- Developing weekly schedules
- Analyzing direct non-variable expenses

Section 6: Developing a Profit Center Team

- Determining staff training needs
- Setting employee expectations
- Motivating and inspiring employees

Section 7: Review and Final Quiz

Path to Profit includes:

- Videotape
- Leader's Guide
- Training manual

"Path to Profit has been a great motivator for our experienced bakery managers, and is an essential part of training new managers. In fact, IDDBA's training has contributed to double-digit sales increases in some of our stores."

Susan Neal
Bakery Merchandiser
Lund Food Holdings, Inc.

Path to Profit is Course Five in IDDBA's Bakery Training & Certificate Series.

Other courses include:

Course 1: Service That Sells

An orientation to the bakery department and customer service skills.

Course 2: More Knowledge, More Sales

An overview of bakery products to assist in customer service.

Course 3: Stay Clean, Stay Safe

A comprehensive look at safety and sanitation issues and proper product handling.

Course 4: Creating Product Appeal

Techniques for building impulse sales through effective displays, signs, labels and packages.

Order *Path to Profit* today!

Center on Profit (Deli Management Training)

IDDBA member	\$80*	x _____	=	\$ _____
Additional Manuals	\$7	x _____	=	\$ _____
Nonmember	\$160	x _____	=	\$ _____
Additional Manuals	\$14	x _____	=	\$ _____

Path to Profit (Bakery Management Training)

IDDBA member	\$80*	x _____	=	\$ _____
Additional Manuals	\$8	x _____	=	\$ _____
Nonmember	\$160	x _____	=	\$ _____
Additional Manuals	\$16	x _____	=	\$ _____

* Call 608-238-7908 for details on Commitment to Training
Prices and quantity discounts

Shipping/handling \$ _____
\$7 for the first course
\$10 for two or five courses
Six courses or more: Call IDDBA for shipping/handling charges

Wisconsin companies add 5.5% tax \$ _____

Total \$ _____

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Call 608-238-7908 and we'll process your credit card
order immediately.

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