



**BIZ.GIFTS**




# Bakery Business

Here's How You Can Utilize Biz.Gifts for Your Bakery Business



# Objective

Biz Gifts is a SaaS model product to increase total sales and customers through proper planning and implementation of interactive campaigns along with our software platform. By utilizing targeted marketing strategies and analyzing customer data, we aim to optimize our sales funnel and drive conversions. Our goal is to establish a strong brand presence in the market and position ourselves as the go to solution for business needs. Ultimately, we strive to become industry leaders in innovation and customer satisfaction.





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O1.

# About us

We have extensive experience in handling complex technical challenges and have successfully delivered similar projects in the past. Additionally, our team is skilled in conducting thorough testing and quality assurance to ensure that the final product meets all requirements and specifications.

O2.

# Product

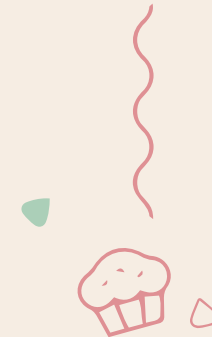


At Biz Gifts, we're transforming the way businesses engage with customers. Join with us as a business partner and open doors to exciting opportunities for promoting your products and services.





# Bonded **With** Trust

**Biz Gifts** is an amazing project brought to you by Biz Gifts Infotech Pvt Ltd. This innovative software is carefully developed by our dedicated R&D team and UX/UI team over several years of business logic and legacy expertise. Biz Gifts is designed to boost your business forward, promoting growth while increasing customer engagement and loyalty. Biz Gifts offers a versatile solution that can be effectively used in various aspects of a catering operations to enhance customer engagement and data collection.



O3.

# Integration

Easy Navigation

Customize with  
your theme



Export Leads to  
CRM

WhatsApp  
Automation



04.

# Benefits for Business !

Because we are great for catching your  
customer's attention



# Business Benefits !

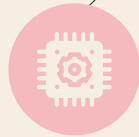
## Enhance Visibility

Showcase your offerings to a wide range of potential customers.



## Cost Effective

An affordable way to promote your business and drive sales.



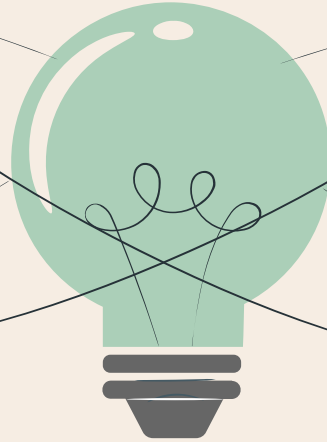
## Engage Customers

Reward loyal customers and attract new ones with attractive gift vouchers.



## Innovative Features

Leverage our unique scratch-and-win feature for a captivating user experience



05.

# Implementation





# Dining Area

## Entertainment

Engage guests by offering them a chance to receive random gifts, making their welcome more enjoyable.

## Random Gifting

Surprise diners with random gifts, such as daily use products or a discount on their next visit. This not only delights customers but also encourages repeat business.

## Data Collection

Collect customer data during their welcome experience, such as feedback, preferences, and contact information, to personalize future interactions.

## QR Code Labeling

Label dining tables with QR codes that link to your Biz.Gifts system. Diners can scan the code to participate in promotions or provide feedback.





# Takeaway

## Packaging

If you have own packaged goods like cookies, cakes, or bread, printing QR codes on the packaging can lead customers to our biz gifts platform.

## Labeling

Include the QR code in the design of stickers such as expiry cards, info cards, order cards, etc . to allow for easy scanning and access to the platform.

## Tank cards

Print a QR code on the thank you cards that leads to a feedback survey and your social media profiles for reviews and engagement through our platform

## Bill/Receipt

Attach the QR code on the bill or receipt along with the amount and other information to redirect to the Biz Gifts platform.





# In Store

## Signage

Place QR codes on posters or signs throughout your bakery. These could link to the platform, which leads to the special offers or customer reviews.

## Table Tents or Menu Boards

If you have seating areas or a café section, place QR codes on table tents or menu boards. These could lead to our platform, where customers can easily access our offers and discounts.

## Store Displays

Incorporate QR codes into your store displays. For example, if you have a display of specialty cakes, include a QR code that links to our Biz Gifts Platform






# Home Delivery






## Delivery Vehicle

Incorporate your bakery's branding prominently on the vehicle, including the logo, name, and tagline. Place a large QR code on both sides of the vehicle, perhaps on the doors or near the rear, where it's easily visible to pedestrians and other motorists.

## Delivery Accessories






Equip delivery personnel with branded accessories such as hats, aprons, or delivery bags featuring QR codes. These QR codes could lead to promotional offers or customer loyalty programs via Biz Gifts



## Delivery Packaging

Use packaging materials such as boxes, bags, or labels with your bakery's branding, including the QR Code for Biz Gifts.





# Social Media Integration

## Promotions and Contests

Promote your Biz.Gifts campaigns on your social media channels to attract a wider audience. Hold contests and giveaways to encourage social sharing and engagement.





## User-Generated Content

Encourage customers to share their experiences with your brand, tagging your social media accounts and using specific hashtags.

## Redirect to Social media

To claim reward offers and gifts, connect on social media and follow the account for more updates and exclusive deals.



## Personalized Messaging

Utilize the data you've collected to send highly personalized messages to your customers. Address them by their names, reference their experiences, and tailor your offers to match their preferences. Personalized messages are more likely to capture the recipient's attention and drive engagement.







## Timely Notifications

Send timely notifications and reminders to your customers. For instance, notify them about upcoming special events, promotions, or limited-time offers. You can also send reservation reminders, especially during peak seasons, to reduce no-shows and optimize your capacity.



## Segment Your Audience

Use the bulk WhatsApp marketing tool to send targeted messages to specific segments. For example, send exclusive offers to your loyal customers or introduce new menu items to those who have shown an interest in a particular cuisine.

## Request Feedback and Reviews

Use the collected data to request feedback and reviews from your customers. After a catering experience, send a bulk WhatsApp message asking for their opinions and suggestions. This not only shows that you value their input but also provides you with valuable insights for improving your service. Encourage satisfied customers to leave positive reviews on platforms like Google, social media etc



A close-up photograph of a person's hands holding a silver metal tray filled with several golden-brown, flaky croissants. The croissants are arranged in rows on the tray. In the background, other trays with similar pastries are visible, slightly out of focus. The image is framed with decorative teal borders at the top and bottom, and white wavy lines on the left and right sides. There are also small white icons: a heart on the left, a knot on the right, and a cupcake at the bottom right.

Support !



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# Thanks!

Do you have any questions?

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