SusieCakes Success Story

SusieCakes is an All-American bakery offering classic dessert favorites made entirely from scratch using simple, natural ingredients. SusieCakes' founder, Susan Sarich, grew up in Chicago, where she was called Susie by her two beloved grandmothers, Mildred and Madeline. Everyday Susie would come home from school to enjoy her grandmothers' company over a glass of milk and a fresh baked treat. This daily baking ritual and special time together in the kitchen left a lasting impression. When Susie grew up to become Susan and moved to the West Coast, she brought along her grandmothers' carefully recorded recipes on handwritten 3×5 cards. The pure and simple connection those recipes fostered inspired Susan to open SusieCakes bakeries to share her experience with others. Today, SusieCakes operates fifteen successful locations in California with additional neighborhood locations on the way.

Business Challenges

In the early days, SusieCakes began with a simple cash register! Then they tried to manage their operations using a bakery industry POS solution which proved unsuccessful. Finally they invested in Digital Dining and Quick Books. However, neither option provided the comprehensive insight and analysis that they needed. The growing bakery needed a better way to improve their reporting transparency, speed and accuracy.

"By getting the tools to lend deeper insight into our business, SusieCakes can't help but to operate better."

- Houston Striggow
Co-Founder and Owner

The Solution

With just two stores opened, SusieCakes turned to Ctuit Software's RADAR, a

COMPANY OVERVIEW

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BUSINESS SITUATION

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KEY RESULTS

With just two stores opened, SusieCakes turned to Ctuit Software's RADAR, a cloud-based restaurant management solution that provides restaurant operators with business insight and control.

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The Results

More Detailed Reporting, Food Costing and Forecasting

By implementing Ctuit, SusieCakes achieved enhanced performance and accountability on both the bakery level (for it's FAB5 management team including the General and Assistant Managers, Head and Assistant Bakers and Celebration Specialist) and at HOST, SusieCakes acronym for its corporate support team.

Bakery Level: Since implementing Ctuit Software, their bakery reports are more extensive and are generated more quickly;

Punch audit reports help the FAB5 better monitor actual vs scheduled work shifts

AP Module allows easy transmission of invoices to HOST accounting electronically vs mail

The Forecast Module allows the FAB5 to forecast sales and labor based on recent trends and then adjust purchasing and scheduling as needed

"What I like most about Ctuit is that it is a service-driven company. I would sing praises from the highest mountaintops all day if I could. I can always get an answer in a timely fashion and that makes the product even more powerful."

- Houston Striggow
Co-Founder and Owner

The Weekly Ops Statements instill discipline in the area of Cost of Goods and Labor and they show the FAB5 how they are performing over a 4-week period. At the end of the day, Ctuit RADAR provides the SusieCakes FAB5 team with the tools and information they need to make educated decisions and has allowed them to significantly reduce their costs.

Corporate Level: With access to the Dashboard, custom performance reports built by Ctuit for SusieCakes, Intraday polling, and Weekly Ops Statements, Senior level support team members can efficiently monitor operations, compare performance data across all bakeries, and spot issues and challenges and work with FAB5 team members in addressing both strengths and weaknesses in their respective business.

"By getting the tools to lend deeper insight into our business, SusieCakes can't help but to operate better," states Houston Striggow, Co-Founder and Owner of SusieCakes. He adds, "POS is wonderful when used as POS – for entering orders and collecting revenue. Reporting is best left to a great company like Ctuit that specializes in crunching data and spitting out meaningful reports and analysis. The Ctuit team is made of restaurant people who not only get it but who quite frankly are superb at executing when it comes to servicing their customers. In the hospitality business, you think this would be a common occurrence. Quite the contrary."

Labor

Using Ctuit's labor reporting tools, SusieCakes spends less time on scheduling and handling paperwork. SusieCakes analyzes schedules in Ctuit RADAR and makes insightful decisions as to where they can cut labor and where they might need an additional employee. This analytical insight has lead to more efficient schedules and profitable decisions.

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Through same-day polling and Ctuit's mobile app, OnTheFly, the bakery can monitor their labor costs throughout the day and are able to better establish and achieve target costs, especially during the critical holiday season.

Manager Log

The Manager Log is used extensively to document daily sales and holiday-specific activity, giving the Management team the ability to predict what the bakery will do based on past year's historical data. In addition, it is used to record and monitor repair and maintenance issues which has led to less equipment downtime and cost savings through matching invoices to OMP notes.

To learn more about Ctuit, please call us at (415) 884-4888 or email sales@ctuit.com.