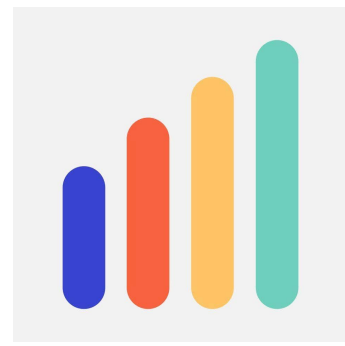


DECEMBER SIDE-HUSTLE PREPARATION CHECKLIST



1. Planning & Market Research

- ☐ Identify your target customers and what they need during December.
- ☐ Choose a side- hustle type (pop- up shop, food stall, treats, wrapping, décor, event services, etc.).
- ☐ Study where demand is highest (malls, taxi ranks, markets, community events, offices).
- ☐ Check what competitors are offering and decide how you will stand out.
- ☐ Decide if this hustle is seasonal only or a potential long- term venture.

2. Product & Service Preparation

- ☐ Finalise the products/services you will offer.
- ☐ Test your product (taste test food, check quality of crafts, wrapping samples, etc.).
- ☐ Ensure your offering fits festive needs: convenience, novelty, affordability.
- ☐ Plan your festive theme, packaging, or branding.
- ☐ Photos or samples ready for marketing.

3. Stock, Inventory & Supplies

- ☐ List all required materials (ingredients, décor, packaging, tools).
- ☐ Bulk- buy strategically to reduce costs and save time (as Yebo Fresh does).
- ☐ Order early to avoid December shortages.
- ☐ Avoid over- stocking perishables— calculate demand carefully.
- ☐ Have backup suppliers in case of delays.

4. Location & Setup

- ☐ Select your selling point (market, kiosk, event, roadside, online).
- ☐ Secure your spot early — December spaces fill up fast.
- ☐ Acquire any equipment needed (tables, banners, gazebo, display stands, cooler boxes, etc.).
- ☐ Prepare a simple, attractive, festive display.
- ☐ Check if electricity or storage is available (if needed).

5. Logistics

- ☐ Plan how you will transport stock and equipment.
- ☐ Calculate transport costs into your prices.
- ☐ Plan delivery options if offering drop-offs.
- ☐ Ensure you have reliable packaging for takeaways or gift items.

6. Legal, Compliance & Permits

- ☐ Check permit requirements for food stalls, pop-ups, or public trading.
- ☐ Comply with basic hygiene and food-safety guidelines.
- ☐ Keep receipts and records for business tracking.

7. Financial Planning

- ☐ Set a budget for stock, packaging, transport, and setup.
- ☐ Plan cash flow— ensure you can restock quickly.
- ☐ Decide your payment methods (cash, card reader, SnapScan, etc.).
- ☐ Set profitable but competitive prices.
- ☐ Create festive bundles or value packs to boost sales.

8. Customer Experience

- ☐ Offer convenience — quick service, clear pricing, easy payment.
- ☐ Reduce customer friction (fast turnaround, simple options, pre- packed bundles).
- ☐ Build trust through dependability and good communication.
- ☐ Consider small “special touches” (samples, festive packaging, thank- you notes).

9. Marketing & Promotion

- ☐ Take clear photos of your products.
- ☐ Create a short online announcement (WhatsApp Status, Facebook, Instagram).
- ☐ Join local WhatsApp groups or community platforms.
- ☐ Consider early- bird specials or bundle discounts.
- ☐ Communicate trading hours and location clearly.

10. Risk Management

- ☐ Prepare for demand fluctuations (before and after Christmas).
- ☐ Avoid excessive stock to reduce waste.
- ☐ Monitor sales daily and adjust strategy quickly.
- ☐ Implement simple security measures (cash box, mobile payments, safe storage).

11. Learning from Yebo Fresh’s Success

- ☐ Go directly to where demand is highest.
- ☐ Offer bigger/better- value bundles when possible.
- ☐ Remove friction for your customers— make buying simple.
- ☐ Build trust by being reliable with quality and delivery