1. Find Your Bottleneck

One question tells you whether it is demand or supply.

1 The double question

"If twice as many customers wanted to buy from me tomorrow, would my sales double, or would things fall apart?"

[ ] Sales would double = DEMAND bottleneck

I have the time, staff, stock and cash to serve twice as many. Focus: marketing, sales, your offer, your price.

[ ] Things would fall apart = SUPPLY bottleneck

I would run out of stock, staff, hours, equipment or cash. Focus: capacity (hiring, systems, equipment, suppliers) or higher prices.

2 Check supply: four questions

Are you turning customers away, or telling them to come back later?	[ ] Yes [ ] No
Do you have a waiting list?	[ ] Yes [ ] No
Are your busiest times fully booked or sold out?	[ ] Yes [ ] No
Are orders delayed because of stock or delivery problems?	[ ] Yes [ ] No

Yes to two or more? Your bottleneck is almost certainly supply. More marketing will make it worse.

3 Get specific: "Why can't we do ten times what we do now?"

Write the first honest answer. It usually points to the bottleneck. (Examples: "We only have one oven." "Only I can sell." "Not enough cash to buy stock." "Nobody knows we exist.")

4 Is the bottleneck you?

[ ] Only I can quote prices
[ ] Only I know the suppliers
[ ] Only I can approve a discount
[ ] Customers wait until I am back

That is normal for a growing business. The fix is the same as any supply bottleneck: write down how you do things, train others, and hand over decisions one at a time.

My bottleneck right now is: _____ [ ] Demand [ ] Supply

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

2. Focus on One Thing

List everything, choose one priority, pause the rest, park new ideas.

1 Step 1: every project you are working on, big or small

Project	Progress %	Does it fix my bottleneck?	Keep / Pause / Park
e.g. Second oven (Annet)	20%	Yes: doubles capacity	KEEP: the one priority
e.g. Paid adverts		No: more orders she can't fill	PAUSE (saves $80/month)

2 Step 2: the ONE that, fully done, moves you furthest

Fully done in the next few months? Does it unlock the others? My one priority: _____

3 Step 3: tell your team

"For the next ___ months, our main goal is to _____."

Put your time, cash and attention on it.

4 Step 4: pause the rest (not forever, just until the priority is done)

Paused: _____ _____ _____

Not "no", just "not yet". Three half-done projects are worth less than one that is complete.

5 Step 5: parking list (new ideas wait here)

Idea	Date parked	Review when the priority is done

You can keep your parking list in Systex, our own product (loftybiz.net), right next to your one priority.

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3. Fix It and Review Monthly

Small, specific actions. Ask the question again every month.

1 Supply bottleneck? Quick fix while you build capacity: price

If you are turning customers away, you are probably too cheap for the demand you have. Price change I will test: _____
from $_____ to $_____

2 Plan: small, specific actions

Action	Cost	How I will pay	Who	By when
e.g. Second-hand commercial oven	$2,400	Savings + ads + deposits	Annet	Month 1
e.g. Hire + train one baker			Annet	Month 2
e.g. Write the baking schedule as a system		Systex	Head baker	Month 2

3 Worked example: Annet's bakery, Mombasa (illustrative)

Bottleneck	Oven capacity + baking hours	Priority	Double baking capacity in 3 months
Paused	Adverts ($80/month), website	Price	Wedding cakes +25%
After 3 months	Capacity almost x2, no turned-away orders	Result	Sales about +60%; then adverts back on

4 Monthly review: has the bottleneck moved?

Month	Customers x2: sales x2 or fall apart?	Bottleneck	Priority	Progress

5 Do this this week

[ ] Ask the double question
[ ] Answer the four supply questions
[ ] List every project you are running
[ ] Choose the one priority that fixes your bottleneck
[ ] Pause the rest and start a parking list

Annet and her figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.