LoftyBiz Reorder Planner

Find how long your product lasts, design a cheaper refill or a year-supply bundle, plan the reminder, and set a modest subscribe-and-save offer.

Example figures. General education, not financial or legal advice. Results vary. These are examples, not promises.

1. How long does it last?

Pick the product that gets used up the fastest. Ask five regular customers how long it lasts them. Do not guess.

Customer	How long one unit lasts them (weeks)	Notes
1		
2		
3		
4		
5		
Typical length (your judgement from the five answers)		

2. Design the refill

Make the refill cheaper and easier than starting over. Leave a gap between the full product and the refill so people bother to switch.

Item	Full product	Refill	Notes
Price you charge			
Your cost			
Margin (price minus cost)	(work out)	(work out)	
Reminder week (just before it runs out)			

Write the one new line you will add to the label, for example: “Refill around week six.”

3. Year-supply bundle

For people who already know they will keep using it. In the worked example, a year box was one bottle and eight refills, shipped in two parts.

Piece	Number in the box	Your price each	Line total
Full product (first unit)	1		
Refills			
Year-supply price you will charge	—	—	
What the same items would cost if bought one by one	—	—	
Saving for the customer	—	—	

4. The reminder

Send one short message just before the product runs out. No discount required — good timing is the offer. Let people choose a different rhythm if your first timing is too early or too late. Keep the plan and the message in Systex so you can send it on the right day.

Draft reminder message (no phone numbers or personal data)	
When you will send it (for example, week five of a six-week product)	
How the customer can say yes to a refill or skip	
Kept in Systex? (yes / not yet)	

5. Subscribe-and-save (if it fits)

Match the delivery rhythm to how fast people use the product. Keep the discount modest. Make skipping as easy as subscribing.

Choice	Your plan
Rhythms you will offer (for example 2, 3 or 4 weeks)	
Normal price	
Discount (keep it small)	
Subscription price after the discount	
Your cost, including packing and delivery	
Margin on each subscription unit (must stay healthy)	
How a customer skips, changes or pauses (no phone call, no fine print)	

6. This week's homework

Task	Done?
Pick the product that gets used up the fastest	
Ask five regular customers how long it lasts them	
Sketch one refill or repeat option, with its price and its margin	
Write the one reminder message you would send just before it runs out	
Keep the plan and the reminder message in Systex, so you can send it on time	

Worked example (illustrative only): Yesenia, plant-based cleaning products, Temuco. Her all-purpose spray cost about $9 a bottle. After checking a year of orders, about one customer in ten had bought a second time. A bottle lasted a normal household about six weeks. She made a refill pouch for about $6, offered a year-supply box (one bottle and eight refills) for about $42, and sent a reminder at week five. After four months, about four customers in ten were buying again, and monthly sales went from roughly $3,000 to about $4,600, with no extra advertising. First pouches leaked; she changed suppliers and refunded about thirty orders, and she let people choose a four-, six- or eight-week reminder.

Worked example (illustrative only): Desmond, coffee roastery, Shreveport. A bag cost about $16. One bag lasted a two-person household about two weeks, or ten days for a larger household. He offered subscribe-and-save every two, three or four weeks at ten percent off, with a clear skip button, and kept the discount small enough that every subscription bag still made a healthy profit. Five months later, about 140 people were subscribed, and roughly a third of monthly sales were known in advance.

Keep last orders and due dates in Systex so reminders go out on the right day. Systex is our own product — loftybiz.net

Example figures. General education, not financial or legal advice. Results vary. These are examples, not promises.