

PORTFOLIO CASE STUDY

Designing an Operations Manual for a Scaling Gift and Hamper Business

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Business	TAMO Deliveries (TAMO Multi Retail Ventures)
Category	Process Documentation, Operations Design, SOP Development

The Problem

TAMO Deliveries had operational records, Google Sheets tracking orders, payments, and inventory, but no documented process. The steps themselves lived on memory.

I knew what to do, when to do it, and how to do it. Order intake, market sourcing, packing standards, delivery logistics, peak season planning, all of it lived in my head. The business was consistent because I was consistent, but that consistency had a single point of failure: me.

That becomes a real limitation the moment a business plans to scale. A future manager cannot run an operation that only exists as instinct. A temporary worker brought in for December cannot be expected to absorb years of accumulated judgment in a single briefing.

The work was not complicated. It just was not written down.

What I Built

A complete Operations Manual covering every core process in the business, structured so a new team member could read it once during onboarding, then return to any single section independently without needing the rest.

The manual is organised into nine sections that follow the actual order lifecycle: intake and confirmation, payment processing, inventory and procurement, packing standards split by complexity (standard hampers versus packages requiring a custom box maker), delivery and handoff, content creation for social media, bulk and corporate order handling, and a dedicated section for December peak season operations.

Each section follows the same internal structure: a stated objective, the trigger that starts the process, numbered steps written in plain instructional language, and a

set of non-negotiable quality standards. Wherever a decision carries real consequence, a callout box marks it clearly, for example the rule that payment must be confirmed before any order is processed, or that luxury hampers travel by car and never by delivery bike.

The manual also documents the business's internal record-keeping structure: which Google Sheets document tracks what, how a new order gets logged, and how actual costs are reconciled against estimates after every market run. This is the layer that usually stays invisible in a small business, and it is often the first thing a new manager needs in order to understand how information actually flows.

Why This Approach

A manual that simply describes what happens is not enough. It needs to hold up under real conditions: a temporary worker during the December rush, a family member stepping in unexpectedly, a future manager with no prior context.

I wrote every section to be self-contained on purpose. Someone managing a delivery should not need to read the packing section to understand their job. Someone running a market list should be able to open that one section and have everything they need.

I also built in a review discipline. The manual carries a stated review cycle, every six months or whenever the operation materially changes, so it stays a living reference rather than a document that quietly goes out of date.

The Outcome

The business now has a single source of truth for how it operates. Every process that used to live only in my head is written, structured, and ready to hand to someone else.

This directly supports the next phase of the business: bringing on a manager and training temporary staff with confidence during peak season.

Why It Matters Beyond This Business

Most small businesses carry this same risk. The owner is the only documentation that exists. Growth, delegation, and succession all stall at the same point: nothing is written down clearly enough to hand to someone else.

The discipline that solves this is not complicated. Identify the real lifecycle of the work. Write each stage as its own self-contained section. Be explicit about the decisions that matter most. Build in a review habit so the document stays accurate. This is the same approach I bring to any operation that has outgrown what one person can hold in memory.

This thinking now forms the basis of a digital product I built for other solopreneurs and small business owners facing the same gap, *The Business Only You Know*, a set of SOPs designed to help business owners get their operations out of their head and into a system they can hand to someone else.

Tools and Skills Applied

- SOP design and process documentation
 - Operational workflow mapping
 - Cross-functional process structuring (intake through delivery through content)
 - Quality standards definition
 - Google Workspace as an operational record-keeping system
 - Change management groundwork for future delegation
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This case study reflects a completed deliverable in active use at TAMO Deliveries.