



MAKR Labs (sample studio profile)

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Sam Okafor
Fernlight Bakery
212 Example Avenue
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— 23 October 2026

Your new website goes live on 9 November

Dear Sam,



Thank you for the last six weeks. The new Fernlight site is ready, and I would like to switch it on **Monday 9 November at 7 am**, before the first customers walk in.

Here is what happens on the day:

- At 6:30 am I point the domain at the new site and check every page on a phone.
- At 7 am the old order form closes and the new pre-order form opens.
- Through the morning I watch the orders arrive and fix anything that looks off.

The counter team already has the recorded training. If someone wants a second look, the video is at example.com/fernlight-training and it runs twelve minutes.

Two small things I need from you before Friday: the holiday hours for December, and a yes or no on the gift cards. Neither blocks the launch; both make the first week easier.

For the first month after launch I check the site every morning and send you a short note each Friday: orders taken, the busiest hour, anything I changed. If something breaks, I fix it the same day at no charge.

After that month the site is yours to run. The menu editor covers the daily changes; anything bigger, like a new page for catering or a summer menu, I quote separately and usually turn around within a week.

One last thing: please keep the old site's login for a month. If a regular has an old bookmark, the redirect sends them to the new page, and I would rather be able to check the old setup than guess.

If anything comes up, email me at jordan@example.com or call +1 416 555 0134. I keep the morning of the launch clear for you.

See you on the 9th,

Jordan Reyes

Studio lead, MAKR Labs