Repeat-Order Setup: a worked sample

Repeat Foundry · Nimrod Ogachi · Eldoret, Kenya

SAMPLE ONLY. "Mbwa Bora" is a made-up Nairobi dog-food shop, not a client. The pack sizes and feeding amounts are examples, and no sales results are claimed.

The idea

A bag of dog food runs out on a schedule. A short message in the week it runs low makes it easy for the customer to order again from you, instead of from the next shop they see. This sample shows exactly what I would set up for a pet-food shop.

1. Reorder timing sheet (example figures)

Product	Example use	Lasts about	Reminder goes out
Adult dog food, 3 kg	Medium dog, about 140 g a day	21 days	Day 17
Adult dog food, 10 kg	Large dog, about 400 g a day	25 days	Day 20
Puppy food, 3 kg	Growing puppy, about 200 g a day	15 days	Day 11
Cat food, 2 kg	Adult cat, about 60 g a day	33 days	Day 28
Dog treats, 500 g	About 25 g a day	20 days	Day 16

For a real shop, I work the timing out with the owner from their own pack sizes and feeding guides, so the reminder lands a few days before the bag is empty.

2. The three messages (WhatsApp, SMS or email)

Day 2: thank-you	"Thanks for your order from Mbwa Bora. Mix the new food in over 5 days so your dog's stomach settles. Reply here if you have a question."
Day 17: reorder reminder	"Your 3 kg bag is probably running low this week. Reply YES and we'll deliver the same order, paid by M-Pesa on delivery."
Day 45: win-back	"We haven't seen you in a while. Is your dog on a different food now? Reply and tell us, we'd like to know."

Every message carries the shop's name and ends with "Reply STOP to stop these messages". Only customers who agreed to hear from the shop receive them.

3. What a shop gets

Included	A reorder timing sheet for your top 5 products; the three messages written in your voice, approved by you and switched on in the tool you already use (WhatsApp Business, Shopify Email, Mailchimp, Klaviyo or WooCommerce); test sends; a 30-minute handover; a check on second orders after 30 days.
Time	5 working days from your written go-ahead and access to your tool.
Price	KES 7,500, paid by M-Pesa on handover, once the test messages work. Nothing is paid up front.
Not included	Ads, new paid apps, bulk SMS, bought contact lists, or any promise of sales.

Who sets it up

Nimrod Ogachi, Repeat Foundry, Eldoret. BCom in Marketing (Kabarak University); Klaviyo, HubSpot and Google Analytics certificates. I work with online shops across Kenya.

To ask about your shop, email ogachinimrod@gmail.com with your shop's website, what you sell, and the tool you use to message customers.

Sample prepared 24 November 2026. "Mbwa Bora" and every figure above are illustrations, not a client or a result.