Front-end Overhaul’s Halloween Sales Worksheet

Halloween (Oct. 31) was on (day of week): ________________ The weather was: ________________

Busiest day was: _______________________ I could have: used less staff | had more staff on the floor

There was an uptick of: school parties | house parties | door-to-door trick-or-treaters

Sales flyers/circular ads that we had to compete with: __________________________________________

First sign of Halloween sales was on: ________________________________________________________

All Halloween themed products including candy will be removed off the shelf in no more than | 5 | 10 | 15| days after the holiday.

I placed shopping baskets near: ____________________________________________________________

The best selling end-cap merchandised for Halloween was: ______________________________________

I sold this many Halloween greeting cards: | 0 | 10 | 20 | 30 | 40 | 50+

Cards that did not sell were: inventoried and returned | inventoried and stored (CIRCLE ONE)

A list of the returned greeting cards (or stored ones) can be found: ______________________________

The item(s) that was difficult to source was: __________________________________________________

Best-selling single serve Halloween cand was: _________________________________________________

Best-selling bag candy size: _________________________________________________________________

Best-selling bag candy brand was: Hershey’s | Mars | Palmer | Nestle | Tootsie Roll | Other |

Customers did or did not buy the non-Halloween packaged candy. (CIRCLE ONE)

Next year I will not buy or at least buy less of: ______________________________________________

I did not discount candy until after Halloween Day: Yes | No, I panicked

The method I used to discount candy after the holiday was: | 50% off | Buy 1 get 1 free |

Halloween Candy and non-Halloween candy inventory was taken during the morning of November 1st in the was: Candy ________________ Non-Halloween ________________
Inventory of Halloween items stored for next year was:

Cosmetics / accessories that sold well: nail polish | lipstick | eye liner | eye shadow | hair spray | Ugly sunglasses | Other |

Safety Items that sold well: flashlights | reflective tape | glow sticks | other

Customers asked for:

Category I need to buy more of: costumes | makeup | greeting cards | safety | bag candy | novelty candy

Need to discount the following:

Successful marketing: in-store signs | sales flyers | radio | newspaper | Facebook | website | other:

Next year I will use Twitter | Instagram | Facebook | website | Pinterest to promote Halloween.

Photos of end-caps and displays can be found:

General notes:

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