

Date: \_\_\_\_\_

## 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 1<sup>st</sup>** 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:

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---