Front-End Overhaul’s Easter Sales Worksheet

Date of Easter: ____________________

Road conditions/weather prior to Easter: ____________________________________________

First sign of Easter sales was on: ____________________________________________________

The busiest day was: _________________________________________________________________

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

Need to bring in more staff on these days: ____________________________________________

Next year I need to merchandise Easter product on the shelves: Earlier | Later | or on ____________

Best-selling greeting card category was: ________________________________________________

Circle the type of card(s) you need more of next year:
For: | Everyone | Child | Wife | Husband | Daughter | Son | Goddaughter | Godson | Mother | Father | Funny | Religious

Circle the type of card(s) you need less of next year:
For: | Everyone | Child | Wife | Husband | Daughter | Son | Goddaughter | Godson | Mother | Father | Parents | Funny | Religious | Money Holders

Best-selling price point for greeting cards was: $1 | $1.99 to $2.99 | $3.49 to $4.99 | $5 and up

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: ______________________

Next year I will or will not offer a free stamp with the purchase of an Easter card (CIRCLE ONE).

I cross merchandised candy in the greeting card racks: Yes | Next Year
Best selling candy category: **Jelly Beans | Chocolate | Peeps | Single-Serve | Bag Candy | Boxed Candy**

Best size and type of boxed candy: ____________________________________________________________________________

Best size and type of bagged candy: ____________________________________________________________________________

Best-selling single-serve candy: _________________________________________________________________________________

Best size and flavor of bagged Jelly Beans: _________________________________________________________________________

Next year Cadbury Crème Eggs need to be on the counter by: Date ____________________________________________

Merchandised a clip strip of toothbrushes near the Easter candy: **Yes | No**

Inventory of Easter candy and decorations were taken on (date and time): ______________________

I **did not discount candy** until after Easter: **Yes | No, I panicked**

Bestselling Easter baskets and price range: _______________________________________________________________________

Items that sold as gifts were: **Body & Bath products | Essential Oils | Teas | Candles | Skin Care | Lip Balm | Other:** __________________

Easter products were completely taken off our shelves on (date): ________________________________

I wish I had **bought more:** ______________________________________________________________________________

**Never again** will I buy: ______________________________________________________________________________

Need to **discount** the following: __________________________________________________________________________

Customers asked for: ______________________________________________________________________________________

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

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

Photos of end-caps and displays can be found: __________________________________________________________________

**Notes:** ______________________________________________________________________________________________

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