

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

# 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:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_