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________________

Stocked ZolliPops (the Clean Teeth Pops) found at www.frontendmarketplace.com  Yes | Next year

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: ___________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________