

Notes for the Halloween Selling Season

Date: _____ Notes compiled by: _____

Day of the week Halloween was on: _____

Number of end-caps used for Halloween product & themes: _____

CANDY

Date Halloween candy was displayed on shelves: _____

Date Halloween candy actually started to sell: _____

Date(s) Halloween candy sales peaked: _____

Average cost of bagged Halloween candy: _____

Average retail of bagged Halloween candy: _____

Best-selling candy: _____

Candy with disappointing sales: _____

Were shopping baskets placed near Halloween candy? _____

Trends in this year's candy sales: _____

Amount (in units) of candy left on the shelf on Nov. 1 (early morning): _____

Date Halloween candy was discounted: _____

Adjustments to be made for next year: _____

COSTUMES & MAKEUP

Date Halloween costumes and makeup were displayed: _____

Date Halloween costumes and makeup started to sell: _____

Peak selling date(s) for Halloween costumes and makeup: _____

Best-selling theme(s) for masks and costumes: _____

Any growth in children's or adult costumes and masks? _____

Costume and makeup trends: _____

Date costumes & makeup were discounted: _____

Costumes and makeup to be donated, recycled, or disposed of (2nd year of poor sales):

Were sunglasses and slow-moving cosmetics displayed in or near Halloween department?

Adjustments to be made for next year: _____

DECORATIONS

Date Halloween decorations were on shelves: _____

Date Halloween decorations slowed in sales: _____

Trends in decorations: _____

Halloween decorations to be donated, recycled, or disposed of (2nd year of poor sales):

Date decorations were discounted: _____

Adjustments to be made for next year: _____

GREETING CARDS

Date Halloween greeting cards were displayed: _____

Inventory taken of Halloween greeting cards as of Nov. 1 (early morning): _____

Date Halloween cards were returned for credit or shelved until next year: _____

Adjustments to be made for next year: _____

QUESTIONS

I wish I would have bought more of: _____

I need to buy less of or not at all: _____

I plan to have all Halloween product off the shelves by: _____