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: ________________________________________________________

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: ________________________________

Best-selling bag candy size: ________________________________________________________________

Best-selling bag candy brand was: Hershey’s | Mars | Palmer | Nestle | Tootsie Roll

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

Candy inventory was taken on (date & time): _________________________________________________

Cosmetics / accessories that sold well: nail polish | lipstick | eye liner | eye shadow | hair spray | other

Safety Items that sold well: flashlights | reflective tape | glow sticks | other

Customers asked for: ________________________________________________________________

Category 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: ________________________________________________