Front-End Overhaul’s Mother’s Day Sales Worksheet

Date of Mother’s Day: ____________________

Saw first sign of Mother’s Day sales on: _______________________________________________________

Sales flyers/ circulars ads that we had to compete with: _________________________________________

Road conditions/weather prior to Mother’s Day: ________________________________________________

Busiest day(s): ___________________________    Need more staff on this day: _______________________

Best-selling greeting card category was: _______________________________________________________

Circle the type of card(s) to order more of next year:
Mom | Mother | Wife | Sister | Daughter | Grandmother | Godmother | Great-grandmother |
Mother-in-law | Stepmother | Religious | From your son | From your daughter | From both of us

Circle the type of card(s) to order less of next year:
Mom | Mother | Wife | Sister | Daughter | Grandmother | Godmother | Great-grandmother |
Mother-in-law | Stepmother | Religious | From your son | From your daughter | From both of us

Retail Value of unsold Mother’s Day cards: ____________________________

Gross sales for Mother’s Day Cards: ____________________________

Cards that did not sell were: inventoried and returned | inventoried and stored (CIRCLE ONE)

A list of returned greeting cards (or stored) can be found:  ____________________________

Next year I will or will not offer a free stamp with the purchase of a Mother’s Day card. (CIRCLE ONE)

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

Next year I will display 1-pound boxed chocolates in greeting card racks:  YES | NO

Best-selling box candy size:  1 lb. | 2 lb. | 36 oz. | 2 oz. | 1.75 oz. sampler

Competition’s advertised price:  1-lb. chocolates____________________  2-lb. chocolates:______________

Date Mother’s Day wrapping was removed from boxed chocolates: ____________________________

Number of boxed chocolates going out of date within 40 days: ____________________________

I did not discount candy until after Mother’s Day: Yes | No, I panicked

Date: ____________________

www.ncpanet.org/innovation-center/front-end-overhaul

www.frontendmarketplace.com

©NCPA
Gift and candy inventory were taken on (date & time): ___________________________________________

Promoted items from www.frontendmarketplace.com: Yes | Next year

Top selling gifts were: _________________________________________________________________

I wish I had bought more: ___________________________________________________________

Never again will I buy: _______________________________________________________________

Need to discount the following: _______________________________________________________

Customers were asking for: ___________________________________________________________

Will bring in or add more: Earrings/Jewelry | Skincare | Essential Oils | Compression Stockings | other

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

Next year I will use Twitter | Instagram | Facebook | website | Pinterest to promote Mother’s Day.

Photos of end-caps & displays can be found: ____________________________________________

Here is a list of gifts that have not sold in the last two Mother’s day seasons and I will either donate or recycle: ________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

General Notes for Next Year: _________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________