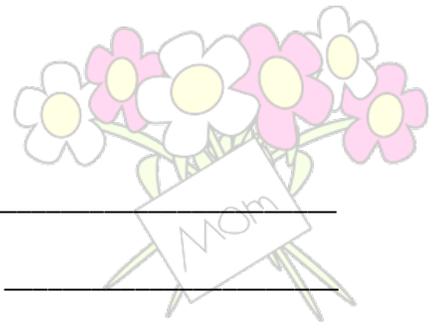


# Mother's Day 2018 Worksheet



Road conditions/weather prior to Mother's Day: \_\_\_\_\_

Busiest day was: \_\_\_\_\_ Need more staff on this day: \_\_\_\_\_

Best-selling greeting card category was: \_\_\_\_\_

Circle the type of card(s) you need 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**

Circle the type of card(s) you need 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**

I returned unsold cards for credit on \_\_\_\_\_ and placed the credit memo \_\_\_\_\_

This year we had an increase of sales of cards placed in **spinner** or **standard fixture**.

Next year I **will** or **will not** offer a free stamp with the purchase of a Mother's Day card.

Next year I will display 1lb box chocolates in greeting card rack: **Yes | No**

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

Gift item that sold the most: \_\_\_\_\_

Featured **Peaceweaver bags from Bamboo Trading Co.** found on *Frontendmarketplace.com*: **Yes | Next year**

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

Date Mother's Day wrapping was removed from box chocolates: \_\_\_\_\_

Competition advertised price on: 1lb chocolates \_\_\_\_\_ 2lb chocolates: \_\_\_\_\_

I wish I had bought more: \_\_\_\_\_

Never again will I buy: \_\_\_\_\_

Number of box chocolates going out of date within 40 days: \_\_\_\_\_

Need to discount the following: \_\_\_\_\_

Recall customers asking for: \_\_\_\_\_

Will bring in or add more earrings/ jewelry? \_\_\_\_\_

Gift and candy inventory was taken on (date and time): \_\_\_\_\_

I listened to Gabe and did not discount candy until **after** Mother's Day: **Yes | No, I panicked**

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

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

Digital photos of my end-caps & displays can be found: \_\_\_\_\_