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 Easter I will have plenty of (hand) shopping baskets near the candy and near ________________

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_______________________________

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: ________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________