

Date: _____

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: _____