

POST-HOLIDAY RECAP

Holiday:

Year:

FLOWERS AND FOLIAGES

1. What fresh flowers and foliages and what potted plants were ordered? Include colors and quantities.

2. From what sources did these products come?

3. When was the product ordered and received?
Was the timing appropriate?

4. Was the product quality excellent, adequate or unusable?

5. Where and how was the product stored?

6. How much product was left over?

HARD GOODS/GIFTWARE

1. What special supplies were ordered for the holiday?

2. What holiday giftware was purchased?

3. What routine giftware inventory was extended or expanded?

4. From what sources did the product come?

5. Was the quality acceptable?

6. What quantities were ordered?
Were the quantities adequate?

7. How much product was left over?
Where was it stored, or how was it liquidated?

PERSONNEL

1. How many staff members worked before and during the holiday?

2. How early or late did staff members work each day leading up to the holiday?

3. Which departments (sales, design, delivery) were over or understaffed?

4. What were the best sources of temporary employees?
When were temps hired and trained?

5. Which temps would make good seasonal/holiday employees in the future?
Include contact information for each.

DESIGN

1. What featured designs were promoted for the holiday, and what were the price points for each?
Include original shop designs and wire-service specials.

2. What was the flower, foliage and supply recipe for each design?

3. When did design production (foaming, greening, flowering) begin and end?
How was it handled (individually, assembly line, other)?
How did that work out?

4. What was the estimated amount of time required to create each design style?

5. How many of each featured design did you make, and how many were actually sold?

6. What characteristics of the featured arrangements seemed to make them more or less appealing to customers (price, color, container, featured flowers, accessories, etc.)?

7. How many custom arrangements were sold?

DELIVERY

1. How many total deliveries were made during the holiday?

How many were made the day of the holiday, and how many others were made each day prior?

2. Were any delivery incentives offered to customers to help spread out deliveries over multiple days?

If so, how did that work out?

What incentives were most effective?

3. How many drivers were on hand throughout the holiday?

Did drivers have assistants to help speed deliveries?

Did assistants effectively increase delivery productivity?

4. How many extra delivery vehicles were needed?

What type(s) were used, and from what source(s) did they come?

When were they reserved and picked up?

5. What special delivery procedures were implemented to help organize and expedite deliveries?

SALES

1. What was the total sales volume?

Which product categories sold well, and which did not?

2. What circumstances were unique to the holiday that may have affected sales levels for this particular year (new competition in the area, day of the week on which the holiday fell, weather factors, etc.)?

3. What discounts or promotions were used to help encourage sales?
How effective were they?

4. What sales tools were employed to help staff build sales (telephone scripts, holiday attire, bonuses or commission opportunities, etc.)?

5. How was the sales area organized to handle heavy customer volume?

MANAGEMENT

1. What type(s) of advertising was done for the holiday?
When were ads prepared and when did they begin and end their run?
What was the total amount spent on advertising?

2. What, if any, were the extended shop hours before and during the holiday?
Was the shop active during these extended hours?

3. How much time did management spend making holiday preparations outside of shop hours?
Which of these activities could be assigned to other staff for future holidays?

4. What were the most significant problems faced during the holiday, and what might be done to avoid the same issues next year?

5. What opportunities exist to increase sales and profits for this holiday next year?