

## Christmas Planning – Are you Ready? The biggest trading period of the year, maximise your results...

2007 has proven to be a roller-coaster ride of change for most retail organisations here in Australia. Consumer sales are always the first to show signs of impact from external pressures such as rising oil/petrol prices, interest rate increases, and of course the federal election.

With less than 3 months to go, retailers should now be in preparation for the upcoming Christmas trading period. Now more than ever, this period will need to result in a strong retail performance, turning stock into sales revenue. Whilst buyers and suppliers should now be planning their Christmas stock orders and promotions, employees within stores should be working on the execution strategies to manage the many store specials and promotional offers from December through to late January.

Understanding that the past 12 months have presented a number of challengers to retail organisations, Retail E-vironment Pty Ltd (retail e-v) has designed a Retail Christmas planning program that provides any sized retail outlet with a simple DIY process to quickly implement a company specific Christmas program.

retail e-v has been providing both retailers and suppliers with a range of retail improvement programs since 2001. The **2007 Christmas Toolkit** is a comprehensive program that provides a step-by-step approach to implementing a focused Christmas trading strategy. The program encompasses the following key areas, and also includes detailed notes, steps and procedures, checklists, along with tips/suggestions.

### Key Features

- *Identifying Sales & Promotional Opportunities*
- *Product Ranging & Category Management*
- *Store Merchandising and Presentation*
- *Customer Service and Sales Skills*
- *Post Christmas Planning*
- *Performance Measurement*

For more information, please visit [www.retaile-v.com.au](http://www.retaile-v.com.au) or email [sales@retaile-v.com.au](mailto:sales@retaile-v.com.au)