

# MAKING THE MOST OF Q4 - TRADING PLAN

## NOV-JAN 2020/2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 Black Friday	28 Cyber Weekend
29 Cyber Weekend	30 Cyber Monday	1 Last Child Benefit	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24 Christmas Eve	25 Christmas Day	26
27	28	29	30	31 New Year's Eve	1 New Year's Day	2
3	4	5	6	7	8	9

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## Examples of Trading Influences To Add Into Calendar:

Local Xmas Lights/ Santa arrival ie Xmas launch  
Xmas Window Launch & Updates  
Local Centre events, promotions, activities  
Product Drops  
School holidays (finish up / resume dates)  
Businesses close for holidays  
SALE Launch / Markdown phases

## Examples of Operational Factors To Add Into Calendar:

Extended Opening Hours (start & end)  
Bank closes / Last cash delivery pre Xmas  
Xmas refund policy start & end dates  
Xmas Temps – start work/ finish up  
Team Meeting to discuss Peak Plans  
Transitional Stock arrival  
Last date for Christmas delivery (online - i.e. courier services)

## TRADING LEVERS

## NOTES