



MONTHLY DISPLAY PLANNING CHECKLIST

2011
August

S	M	T	W	T	F	S
	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
28	29	30	31			

- 1.) Conduct a planning meeting to review merchandise coming in for the Holiday.
- 2.) Order any new displays you'll need to accommodate Holiday merchandise mix.
- 3.) Examine lighting inside showcase and overhead and implement improvements as needed.
- 4.) Order Autumn floral and props as needed.

2011
September

S	M	T	W	T	F	S
				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	28	29	30	

- 1.) Check packaging and bag inventory and reorder for anticipated needs through Valentine's Day.
- 2.) Decide on Holiday trim to be used in-store and order/purchase as needed. Avoid shiny trim. Google "Holiday store decorations" for suppliers.
- 3.) Change out "Summer" theme display items. Replace with Autumn theme.
- 4.) Plan Halloween theme props for store.

2011
October

S	M	T	W	T	F	S
						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	28	29
30	31					

- 1.) Conduct major housecleaning of cases, wall units etc. in advance of Holiday season.
- 2.) Conduct a planning meeting to review merchandise coming in for Valentines Day.
- 3.) Identify displays needed for Valentine's Day, confirm availability and suitability.
- 4.) Confirm receipt of all Holiday trim and signage.
- 5.) Clean all displays as needed.
- 6.) Implement Halloween decor

2011
November

S	M	T	W	T	F	S
		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	28	29	30			

- 1.) Promptly remove all Halloween décor. Identify items in need of replacement.
- 2.) Put out all Holiday props and trim and signage. Decorate store more than inside cases.
- 3.) Order Valentine props and trim as needed. Google "Valentine store decorations" for suppliers
- 4.) Monitor comments from customers on décor. Adapt as appropriate.

2011
December

S	M	T	W	T	F	S
				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	28	29	30	31

- 1.) Refresh Holiday props trim on 12/10 as needed.
- 2.) Confirm receipt of Valentine props and trim.
- 3.) Monitor packaging inventory, reorder as needed for Valentines Day.
- 4.) Get "Gift-card related signage" ready for 12/26 implementation.

2012
January

S	M	T	W	T	F	S
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	28
29	30	31				

- 1.) Remove Holiday trim promptly. Identify items in need of replacement.
- 2.) Put out Valentine Props and trim.
- 3.) Reorder packaging, bags as needed.
- 4.) Identify displays in need of replacement.