



# MERCHANT CAPITAL

## YOUR MERCHANT CAPITAL FESTIVE SEASON CHECKLIST

Create your festive season plan based on...

- ✓ Stock requirements
- ✓ Staffing requirements
- ✓ Promotional offers or sales
- ✓ Store aesthetics or refurbishments
- ✓ Marketing and advertising

### Budget checklist:

- Budget for payroll/additional staff
- Budget for stock
- Budget for marketing and advertising
- Budget for store improvements
- Check if you need a cash injection!

### Staff checklist:

- Budget for bonuses
- Hire additional staff
- Set up training for additional staff
- Set schedules until the end of festive season
- Organise the company year end party

### Marketing and advertising checklist:

- Secure advertising space
- Finalise designs for advertising
- Plan campaigns about promotions
- Plan social media posts for the season

### Stock and equipment checklist:

- Plan stock orders
- Organise your inventory system
- Repair or upgrade equipment
- Plan stock deliveries for when suppliers may be closed

### Important dates:

- 2 December- Hannukkah Starts
- 10 December- Hannukkah Ends
- 16 December- Day of Reconciliation
- 17 December- Public Holiday
- 24 December- Christmas Eve
- 25 December- Christmas Day
- 26 December- Day of Goodwill
- 31 December- New Years Eve
- 1 January- New Years Day

