

Your Store Promotion Planning Guide

Promotion Title/Theme: _____

Promotion Type:

- New Product
- Sale Price
- One-free
- Add-on
- Other

Target Market: _____

Sales Objective: _____

Dates: _____

Promotion Media:

- Print
- Other

Promotion Partners

- Manufacturer/Vendor -
- Academic Department -
- Other -

Budgeted Expenses

- Printing & other hard costs etc. _____
- People time _____
- Other Expenses _____
- Gift Cards _____
- In-Kind Product or service _____
- Total Expense _____

Notifications

- All stores – Details
- Cashiers
- IT
- Accounting
- Receiving/shipping
- Customer service

Product

- Cost
- Retail
- Original Margin
- Mark-down margin