

BUSINESS GENERATING IDEAS

1. Begin a holiday clearance campaign in your store

- Let shoppers know you cut the prices on holiday items in your store
- Use bold and impactful signage to draw shoppers to the aisles where prices have been slashed
- Increase basket size by placing full-priced items near the clearance section
- Place signage in high traffic areas of the store

2. Items to include in holiday clearance

- Holiday/Christmas candy
- Candles
- Holiday lights
- Outdoor decorations
- Artificial Christmas trees
- Holiday ornaments
- Holiday paper products
- Holiday baked goods
 - xi. Cupcakes
 - xii. Cookies
 - xiii. Pies
 - xiv. Cakes

3. Create a dump bin featuring holiday clearance merchandise

- Place in a high traffic area of the store
- Fill with holiday themed décor such as candles, strings of lights, ornaments, etc.
- Use signage to draw shoppers to the area using signage

4. Offer shoppers incentives for redeeming gift cards early

- Points towards gasoline purchases
- Reduced prices on items on everyday purchased items such as milk, bread and eggs
- Free holiday candy bar or baked good
- Donating extra holiday goods to shelter of choice

5. Create a post holiday must-have display

- Batteries
- Thank you cards
- Pet supplies
- DVD's/Blue Ray Discs
- Tupper wear containers
- Garbage bags



MARKETING
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AFTER HOLIDAY CLEARANCE

Promoting Discounts on Holiday Items to Increase Overall Sales and Reduce Inventory

The gifts have been opened under the tree and the turkeys have been cooked – but that doesn't mean that the holiday season is over. In fact, 10-15% of holiday sales occur post-holiday.¹ Why? Because shoppers are on the hunt for discounts – those special after holiday markdowns on holiday merchandise and décor. Of course, don't forget those who are out spending their gift cards they received during the holiday season. According to research, it is estimated that 74% of gift cards are redeemed or at least partially redeemed during the month of January!² The best part about gift cards is that 62% of shoppers spend more than the face value of the gift card!³ This is a great way to gain extra sales after the holiday rush!

"It doesn't end on the 25th for retailers. Even if you're making a return, retailers are getting (customers) in the door and finding an opportunity to keep those dollars in the store," says Scot Krugman, a spokesman for the National Retail Federation. After the holiday is another

¹ National Retail Federation.
² Deloitte & Touche Survey.
³ Deloitte & Touche Survey.



time in the year when returns increase, but that doesn't mean that shoppers may not exchange for a different item.

How Does This Help Grocery Stores?

Needless to say people won't be returning sweaters and garments to their grocery store this post-holiday season, but that doesn't mean that there isn't a huge opportunity for food retailers to increase sales and reduce the amount of waste they will have. In fact, Christmas is the 2nd most popular holiday that candy is purchased and the seasonal sale on candy drives thousands of shoppers back to the store.⁴ Now more than ever is the perfect opportunity to attract shoppers who are watching their wallets with clearance on holiday candy.

In addition, items such as holiday lights, greeting cards, candles and even holiday themed baked goods are often cleared out at in retail stores. Shoppers will be looking for bargains on items they can stock up for next year's holiday season! ⁴

10 Tips to Increase Sales After the Holidays

- i. Run big sales on seasonal merchandise while having prominent displays with fresh (full-priced) merchandise. This will generate store traffic and increase sales.
- ii. Promote goods and services that complement the gifts your customers just received: installation services, batteries, thank you cards, pet supplies, iTunes cards, DVDs and the like.
- iii. Provide free coffee and cookies. This will lift shopper and employee morale.
- iv. Stay open a little longer than regular hours — the opposite of conventional wisdom — as your competitors close early.
- v. Do a mailing (through the post office or e-mail messages) to regular customers. Thank them and offer a special gift or discount for their patronage. There should be ample time for doing this.
- vi. Run a customer contest or sweepstakes: "We know you're tired and maybe tapped out. So leave your business card and win a free massage at the local day spa on us — or win a free \$50 iTunes gift card on us."
- vii. Devise your own new event: "January is Customer Appreciation Month. Spend \$250 in January and get a \$35 gift card."
- viii. Keep the store fully stocked. This will help shopper and employee morale. Don't make it seem as if a distress sale is going on.
- ix. Give away some overstocked items to a local shelter or hospital to get the store's name out. This will also make you and your employees feel good.
- x. Advertise — many others won't. It is a better chance to get recognized.⁵



⁴ Mintel Oxygen.

⁵ Progressive Grocer.

THOUGHT STARTERS



93.2 percent of Americans celebrate a winter holiday.⁶

Step 1: Uncover the need

- The holidays are the biggest spending season for stores, and 10% of sales for the holidays occur post season.⁷ What are you planning on doing in-store to increase your sales for this holiday season?
- The holiday season consists of multiple opportunities for stores to increase sales in various departments. What have you done in previous years to capitalize on this?

Step 2: Close the deal

- Stores will need to get rid of excess inventory that remains after the holiday season, why don't you begin a post-holiday clearance campaign?

65.3% of shoppers are affected by the economy.⁸

Step 1: Uncover the need

- Due to the current economic situation, more and more people must cut their 2009 holiday budget. Has your store been affected by the economy? How can you combat this during the holiday season?

Step 2: Close the deal

- Nearly 50 percent of shoppers will be shopping multiple stores to find the lowest price this season. Why don't you begin a campaign that focuses on the added-value that shoppers receive from shopping your store? You can do this by suggesting ways for shoppers to save money!
- Shoppers will especially be looking

for deals after the holiday season. Why don't you let them know you offer savings on holiday items in your store?

Gift cards will make a comeback this holiday season.⁹

Step 1: Uncover the need

- Although shoppers shied away from greeting cards last year, more and more people will be purchasing these for the holidays. How do you currently merchandise your gift cards in-store?

Step 2: Close the deal

- January is a huge month for gift card redemption with 74% of shoppers redeeming or at least partially redeeming during the month. Why don't you offer incentives for shoppers to redeem their gift cards?

Christmas is the second most popular holiday to purchase candy with 111 million dollars purchased in 2007.¹⁰

Step 1: Uncover the need

- Not only that, but seasonal sales on candy drive shoppers back to the store. Do you usually run specials on holiday candy to reduce waste?

Step 2: Close the deal

- Why don't you use impactful signage to draw shoppers to the candy aisle? You can use window signs to get them into the store and then use danglers and blades in-aisle to let them know your store is having a clearance.



⁹ Mintel Oxygen.
¹⁰ Mintel Oxygen.

⁶ BIGResearch. "Economy to Impact Two-Thirds of Families this Holiday Season, According to NRF Survey."
⁷ National Retail Federation.
⁸ NRF. "Holiday Forecast 2009."