



# Holiday Records

HOLIDAY	YEAR
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The business that breaks records at holidays — is the business that keeps records.

Planning for next year's success depends on evaluating your shop's previous performance. Make notes while things are fresh in your mind. The more information you record on your shop's operations this year, the more prepared you'll be for the future.



## HOLIDAY RECORDS — Miscellaneous Information

	COMMENTS
WEATHER CONDITIONS	
DATE STORE DECORATED	
DAY OF WEEK HOLIDAY ON	
BUSIEST PERIODS	
COMMUNITY CONDITIONS (Financial, Strikes, Etc.)	
HOLIDAY ADVERTISING	
<b>Media</b>	
<b>Day started</b>	
<b>Items Advertised</b>	
WAS TELEPHONE SERVICE ADEQUATE?	

**COMMENTS:**



# HOLIDAY RECORDS — Miscellaneous Information

## EXTRA BUSINESS NON-HOLIDAY

<b>Funerals</b>	
<b>Weddings</b>	
<b>Parties</b>	
<b>Graduation</b>	
<b>Special Orders</b>	

	\$ Amount	No. of Orders
CASH SALES		
CHARGE SALES		
CREDIT CARD SALES		

HOLIDAY STORE HOURS	Date	Date	Date	Date	Date	Date	Date

HOLIDAY SALES	Date	Cash	Charge	Credit Card	Total

FTD SALES	Date	No. of Incoming	Total Dollars	No. of Outgoing	Total Dollars

## RECORD OF TOP SELLING ITEMS


## COMMENTS:






# HOLIDAY RECORDS — Plants Purchased

Supplier	Kind	Date Ordered	Date Received	Number Bought	Color	Pot Size	Number Blooms	Cost Price	Number Sold	Selling Price

POINSETTIA SALES	This Year	Increase <i>or</i> Decrease
	Last Year	by %
EASTER LILY SALES	This Year	Increase <i>or</i> Decrease
	Last Year	by %
BULB PLANT SALES	This Year	Increase <i>or</i> Decrease
	Last Year	by %
BLOOMING PLANT SALES	This Year	Increase <i>or</i> Decrease
	Last Year	by %
DISH/EUROPEAN GARDEN SALES	This Year	Increase <i>or</i> Decrease
	Last Year	by %
SPECIALTY SALES	This Year	Increase <i>or</i> Decrease
	Last Year	by %

**COMMENTS:**

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# HOLIDAY RECORDS — Arrangements

ARRANGEMENTS MADE IN ADVANCE	Color	Price	Number Made	Number Sold	Over	Short

ARRANGEMENTS MADE TO ORDER	Color	Price	Number Sold	

**COMMENTS:**

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## HOLIDAY RECORDS — Purchase Summary (Miscellaneous)

<b>CORSAGES MADE IN ADVANCE</b>	Color	Price	Number Made	Number Sold	Over	Short
<b>CORSAGES MADE TO ORDER</b>	Color	Price	Number Made			

<b>GIFT/GOURMET BASKETS MADE IN ADVANCE</b>	Price	Number Made	Number Sold	Over	Short
<b>GIFT/GOURMET BASKETS MADE TO ORDER</b>	Price	Number Made			

<b>CASH &amp; CARRY SPECIALS</b>	Price	Number Made	Number Sold	Over	Short

**COMMENTS:**

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