

# The countdown is on!

Christmas will be here in just six weeks, so ramp up your in-store activity to capture maximum sales

As we get closer to Christmas, the focus for retailers needs to shift. Increase your self-eat treat, sharing bag, selection box and advent calendar offerings, siting them around the store and at till points to encourage impulse purchases. Merchandise sharing confectionery tubs, tinned biscuit selections, boxed savoury biscuits, and some seasonal-themed products across all categories. Showcase your range of premium lines as customers look for something special for the big day and for gifting. Remember, having what your customers need when they need it is key to unlocking additional sales and increasing loyalty.

## Early November

Once Bonfire Night and Diwali have passed, go to town on decorating your store to make it really stand out so customers know your store is the go-to for Christmas. Hang coloured lights and oversized baubles from the ceiling, have a

tree at till points and at the store entrance (if you have space), and **create your own themed POS**. Consider creating a winter wonderland area where customers can find all they need for the festivities in one place.

## Mid-November

Customers' thoughts will turn to gifting, so reveal your range of Christmas cards, gift wrap, gift accessories, wrapping tape and decorations.

Display your gifting lines and think about creating your own gift packs wrapped in cellophane, for example, a bottle of flavoured gin and complementary mixers, prosecco and boxed chocolates, boxed savoury biscuits and chutney, or a selection box and small toy. Check out the feature in **September's issue of InStore** on hampers as another opportunity to increase sales and make your store a gifting destination.

Show how much you care by promoting pet treats as gifts to make sure even the pets get a present on Christmas Day!

**Click for the Plan for Profit core range so you have the most in-demand products**



**TOP TIP**

Create a dedicated display of premium products across chocolate and confectionery, biscuits and snacking, and beers, wines and spirits

## Early December

As December dawns, advertise your opening hours over Christmas, highlighting if you're open on Christmas Day – retailers who do say it's a profitable day and builds trust as customers know their local store is there for them when they need it most and others are closed.

Highlight any special offers and promotions you're running in windows, in store and on your social media.

Sell through any seasonal-themed products and replace, as necessary, with standard lines.

## Mid-December

Convenience stores are a lifesaver for customers looking for gifts right up until the big day, so keep steady availability throughout December.

