



My HOLIDAY Strategy

"PLAN YOUR WORK AND WORK YOUR PLAN!"

~MARY KAY ASH

I want to profit \$ _____ this holiday season.

Considering the 60/40 split, in order to reach my profit goal, my Retail Sales will need to be: \$ _____

Profit Goal divided by 0.40 = Retail Goal / Example: \$1,250 Profit divided by 0.40 = \$3,125 Retail

10% of my Retail Sales will go to Supplies and Packaging, including wrapping, ribbon, tissue, cello bags, etc. (unless I charge my customers extra for these services). 10% of my Retail Sales Goal will allow me to spend: \$ _____

Example: Retail Sales Goal \$3,125 X 0.10 = \$312.50 to spend on supplies

My HOLIDAY Investment

\$ _____

Section 1 Wholesale Products

Retail Sales divided by 2

+

\$ _____

Supplies & Packaging

=

\$ _____

Total Investment