



Holiday Prep Checklist.

✓	Audit Last Year's Holiday Period
	Review LY Sales & KPIs
	Review / evaluate LY Promotions & Marketing
	Prepare Your Stores
	Put together key information for your stores
	Pull teams together and review what to expect this holiday
	Building Store Teams
	Identify who you should hire and remember to be inclusive
	Talk to current teams and see how availability might change for holiday
	Determine the number of associates needed to hire and start / end dates
	Start hiring early so you have the best pool to choose from
	Prepare for New Hire Onboarding & identify who will lead the training; get them ready!
	Cross train current team members
	Double check target wage rates
	Retention Strategy
	Assess your Recognition program and provide stores with small treats they can give out for positive performance
	Talk to your store leaders about how to treat teams



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Holiday Roles	
What are the key roles for stores?	
Who can take on additional responsibility?	
DORs	
Do the managers have DORs?	
Who will own which DOR this holiday?	
People Leader:	
Operations Leader:	
Merchandising/Visual Leader:	
Important Dates	
When is the holiday floorset?	
What are the top 10 highest volume days of the season?	
1.	2.
3.	4.
5.	6.
7.	8.
9.	10.
Scheduling	
List Mandatory workdays for managers	
Specific Open/close dates for Store Manager	



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	When do Mall hours change?
	What are the extended hours?
	Talk to the team about availability
	Customer Experiences
	How will you define amazing customer experiences?
	How will you prepare your team for what customers want?
	Marketing/Promotions
	What is the Black Friday offer?
	How do store teams need to plan ahead for high volume days?
	Sales Support
	What is the updated return policy/return dates?
	Gift Receipts?
	Gift boxes or holiday wrap?
	Merchandise Flow
	Shipment Delivery times?
	Shipment delivery days?



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Merchandise Flow continues	
	Deliveries on Black Friday?
	Does freight need to be metered or dropped at night to push to floor?
	Process for keeping store full during peak?
Supplies	
	Is supply budget changing?
	Who owns supply ordering for holiday?
	Are there critical supplies?
Facilities	
	Update daily routine to ensure store will remain clean <ul style="list-style-type: none">- Clean- Mopped/Vacuumed- Organized- Replace burned-out bulbs- Clean/disinfect surfaces/bathrooms- Windows/Mirrors clean and smudge free



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	Heath & Safety
	Are antibacterial products available on the supply list?
	Are basic instructions needed for stores to ensure the store is disinfected throughout the day?
	Loss Prevention
	Where to park so it is safe
	Process for shoplifting incidents and filling out incident reports
	Avoid associate dishonesty issues (stashed products, bag checks, audit transactions)
	How to handle door lock issues
	Reporting issues with exit signs
	Emergency repair processes
	Visual Merchandising
	Assign Visual DOR manager
	Daily Store walkthrough's
	Remerchandising instructions to keep store brand right