

RETAIL LOT CALENDAR



WINTER

- Review customer demographics for target area
- Review local and state laws (Permits, right-of-ways, signage)
- Identify potential lot sites
- Identify & contact landowners
- Identify possible charity partners



SPRING

- Initial contact with tree suppliers
- Sign lease with landowner
- Develop or review business plan
- Secure pre-approval for financing Summer
- Make a deposit on tree order
- Identify sources for:

- Freight
- Liability insurance
- Local bank account
- Tent rental
- Port-a-johns
- Fencing if needed
- Lodging / camper
- Security
- Utilities
- Telephone



EARLY FALL

- Touch base with:
 - Landowner
 - Tree grower / supplier
 - Charity partner
- Advertise for employees
- Order signs, banners



October

- Finalize all contracts & permits
- Hire employees
- Order uniforms, jackets, or t-shirts
- Order point-of-sale materials



Early November

- Finalize tree delivery
- Set up retail lot, storage, & displays
- Review inventory & accounting systems
- Review parking & traffic flow
- Initiate advertising



Mid / Late November

- Train & motivate employees
- Properly store & display trees
- Monitor inventory & cash
- Survey customer satisfaction
- Visit competing lots in target area December
- Maintain quality of inventory & service
- Cull dry trees-Do not sell at bargain prices
- Conduct employee exit interviews
- Make deposit on site for next year

