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



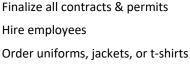
EARLY FALL

Touch base with:

- Landowner
- Tree grower / supplier
- Charity partner

Advertise for employees

Order signs, banners



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

