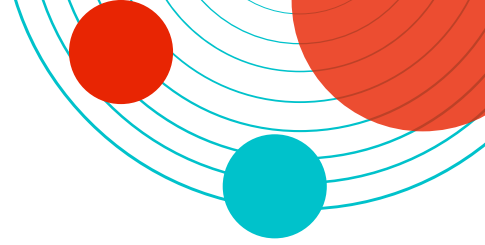


QUARTERLY PLANNING GUIDE



JANUARY

- Overarching goal setting
- Yearly plan for 2021
- Create Q1 plan
- January review (end)

FEBRUARY

- February review (end)

MARCH

- Review Q1 plan (mid)
- Q2 plan (mid)
- March review (end)

JULY

- July review (end)

AUGUST

- Set Q4 offers & dates
- Plan Christmas stock
- Order supplies (Christmas)
- August review (end)

SEPTEMBER

- Christmas stock production
- Packaging supplies
- Review Q3 (mid)
- Q4 plan (mid)
- September review (end)

APRIL

- April review (end)

MAY

- May review (end)

JUNE

- Review Q2 plan
- Q3 plan (mid)
- June review (end)

OCTOBER

- Christmas stock production
- Order fulfillment
- Display supplies
- October review (end)

NOVEMBER

- Order fulfillment
- November review (end)

DECEMBER

- Review Q4 (end)
- Review 2021

