

Black Friday 2024 - 8-Week Preparation Plan

Strategic Objectives

- Achieve £1,200,000 in Sales Revenue (15% increase from 2023)
- Acquire 5,000 New Customers (12% increase from 2023)
- Increase Revenue Share to 30% (4% increase from 2023)
- Raise Average Transaction Value (ATV) to £156.20 (10% increase from 2023)
- Achieve 60% Stock Movement (8% increase from 2023)

8-Week Preparation Timeline

Week 1 (Early September)

- Review 2023 Black Friday performance data and lessons learned
- Finalize 2024 targets and communicate to team
- Begin initial staff scheduling for Black Friday weekend
- Conduct inventory audit of key promotional items

Week 2 (Mid September)

- Develop detailed promotional signage requirements
- Submit POS and signage requests to Marketing team (deadline before Week 4 end)
- Begin staff training on new promotional offers
- Create customer journey mapping for high-traffic areas

Week 3 (Late September)

- Finalize staffing rota with backup coverage plans
- Conduct first round of promotional offer training sessions
- Set up dedicated storage areas for Door Buster items
- Test POS systems with promotional pricing scenarios

Week 4 (Early October)

- Receive and organize marketing assets and visuals

- Install permanent signage in key locations
- Conduct comprehensive staff training on all offers
- Finalize stock orders for promotional items

Week 5 (Mid October)

- Complete all staff certification on promotional offers
- Install temporary signage and displays
- Conduct mock customer scenarios and role-playing exercises
- Finalize cash handling and security procedures

Week 6 (Late October)

- Execute full dress rehearsal of opening procedures
- Confirm all technology systems are operational
- Distribute final shift schedules to all team members
- Conduct team motivation and goal-setting session

Week 7 (Early November)

- Final stock check and replenishment of key items
- Last-minute staff briefing on Door Buster procedures
- Confirm communication protocols for the weekend
- Prepare emergency response plans for high-traffic scenarios

Week 8 (Black Friday Week)

- Pre-open team huddle each day of the weekend
- Execute Black Friday event with focus on customer experience
- Monitor real-time sales performance against targets
- Maintain team energy and support throughout the weekend