



My Holiday Strategy

**“PLAN YOUR WORK AND WORK YOUR PLAN!”
~MARY KAY ASH**

I want to profit \$_____ this holiday season.

Considering the 60/40 split, in order to reach my profit goal, my Retail Sales will need to be: \$_____

Profit Goal divided by 0.40 = Retail Goal / Example: \$1,250 Profit divided by 0.40 = \$3,125 Retail

10% of my Retail Sales will go to Supplies and Packaging, including wrapping, ribbon, tissue, cello bags, etc. (unless I charge my customers extra for these services). 10% of my Retail Sales Goal will allow me to spend: \$_____

Example: Retail Sales Goal \$3,125 X 0.10 = \$312.50 to spend on supplies

My Holiday Investment

\$_____ **Section 1 Wholesale Products**
Retail Sales divided by 2

+
\$_____ **Supplies & Packaging**

= \$_____ **Total Investment**

