

# Christmas



## Checklist for small businesses

### SEPTEMBER

- discuss work/leave dates
- order in stock
- 'shop-local' campaign with shire
- communicate with fellow traders

(Who is open/shut can help meet customer needs in the lead up & following Christmas?  
Can you combine marketing? Special event?)

### OCTOBER

- schedule social media ahead
- update website & marketing
- employ additional staff if required
- communicate open/closing times

(Flyer on door, Social media, Website, Emergency contact, Alternatives while closed.)

### NOVEMBER

- schedule a break in the new year  
(if remaining open over holiday period)

### DECEMBER

- thank staff & celebrate!

*Kerry Anderson*

