

Use this handy retail calendar to properly plan your bulb selling season, set marketing schedules, track product flow and manage end-of-season markdowns.

2009 Fall Product Flow & Retail Calendar

Calendar Date	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21
Calendar Week	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Outdoor Weekly Sell Thru			0%	3%	5%	8%	9%	10%	11%	10%	9%	9%	8%	5%	2%	4%			
Outdoor Cumulative Sell Thru				3%	8%	16%	25%	35%	46%	56%	65%	74%	82%	87%	89%	93%			
Bulb Sales								Peak Sell Bulbs						Markdowns					
Tulips, Daffodils, others								Ad											
Indoor Weekly Sell Thru							0%	3%	5%	8%	9%	10%	11%	10%	9%	8%	6%	7%	7%
Indoor Cumulative Sell Thru								3%	8%	16%	25%	35%	46%	56%	65%	73%	79%	86%	93%
Indoor Sales												Peak Sell Amaryllis							
Amaryllis & Paperwhite Kits												Ad							