

# RETAIL BUYING CALENDAR

## AN EASY GUIDE OF WHAT TO BUY AND WHEN

Do you often struggle to keep the right inventory? Does it seem like every time you try to order, the brand is out of stock of those popular items you want? Are you paying for expedited shipping to ensure products arrive on time for customers? Here's a roadmap to keep your buying plan on track.

Q1	JANUARY	FEBRUARY	MARCH
PLAN/ORDER	Patriotic	Back to School	Fall + Tailgate
IMMEDIATE SHIP	Easter + Valentine's Day	Mother's Day + Graduation + Cinco de Mayo	Father's Day + Summertime + BBQ
MARKET PLAN	All the Q1+2 Holidays		Everyday Fill-ins, Spring into Summer Transition + Baby + Wedding
CELEBRATE	New Year	Valentine's Day	St. Patrick's Day
Q2	APRIL	MAY	JUNE
PLAN/ORDER	Halloween	Thanksgiving	Christmas + Hanukkah + Holiday Open House
IMMEDIATE SHIP	Patriotic	Back to School + Wedding + Baby Shower + Teacher Appreciation	Fall + Tailgate
MARKET PLAN			All Q3+4 Holidays
CELEBRATE	Easter	Mother's Day + Graduation + Cinco de Mayo + Teacher Appreciation	Father's Day + Summertime + BBQ
Q3	JULY	AUGUST	SEPTEMBER
PLAN/ORDER	New Year	Valentine's Day	St. Patrick's Day
IMMEDIATE SHIP	Halloween	Thanksgiving	Christmas + Hanukkah + Holiday Open House
MARKET PLAN	All Q3+4 Holidays		Everyday Fill-ins + Transition into Winter
CELEBRATE	4th of July	Back to School	Fall + Tailgate
Q4	OCTOBER	NOVEMBER	DECEMBER
INVENTORY + ORDER	Halloween + Easter/Spring	Thanksgiving	Christmas + Hanukkah
PLAN/ORDER	New Year's + Valentine's Day + St. Patrick's Day	Mother's Day + Graduation + Teacher Appreciation + Cinco de Mayo	Father's Day + Summertime + BBQ
IMMEDIATE SHIP			
CELEBRATE	Halloween	Thanksgiving	Christmas + Hanukkah

*Inventory + Order = post-holiday inventory review. Order key brands.*

*Plan/Order = review trends, generate assortments, place orders with strategic ship dates, dating, early buy, and incentives.*

*Immediate Ship = asap orders, deliver as soon as possible, typically fill in orders*

*Market Plan = what to shop at shows*