



Everyone needs a
s[®]reason
to buy a product

Sijin B+
Challenge Your Best

What is your s[®]reason to buy a Cake?

- Christmas
- Birthday
- Wedding
- Send off
- New Car



Think: You are a Cake Manufacturer and wants to increase your Cake Sales. What will you do?

- Beat your competitors and get their customers or
- Link cake with other celebrations like Valentine's Day cake, Independence Day cake etc





Think:-

**What are your s^o reasons to buy a new shirt
and find out ways to increase shirt sales**

As a retailer our responsibility is to help customers to find out their s[®] reasons to buy a product



Create Your Own Shopping s®easons & Link your product



Why Shopping s[®]ea[®]son

- Celebrating various important days is the best way to promote product. When we give offers or discounts during off-season, most of the customers consider it as stock clearance exercise and will consciously try to avoid purchase.
- During shopping season, customers have a positive attitude on offers and discounts. We have to help customers to feel our reason to promote the product...celebrating the festival or an important day.



Experience 1: Thanksgiving Day

- Fred Lazarus Jr (Founder of Lazarus Departmental Stores) promoted the idea of Thanksgiving on the 4th weekend of November to expand the Christmas shopping season. US Congress adopted his proposal in 1941.



Experience 2: Akshaya Thridiya

- Akshaya Thridiya is the birthday of Parasurama and considered as one of the four auspicious days of Hindus. Some retail leaders made Akshaya Thridiya, the best time to purchase Gold. It is a new shopping season. Now it is a one day event. In near future, somebody will make it **Akshaya Thridiya Week.**



Experience 3: Ashta Panjami

- Ashta Panjami, or Achatpanchami, is a highly auspicious day as per traditional Malayalam Panchangam and Kerala Astrology. Ashta Panchami day is presently marketed by real estate agents and flat builders to purchase properties and flats.
- One brilliant home appliances seller has marketed it as best time to buy Home appliances!!!



365 Shopping Days

- If we analyse 365 days, we can find out lot of possibilities in each day to sell/promote our products. It just depend the way you think and the way you implement it.



Shopping Calendar- Advantages

- 365 days promotion activities at store
- Keeps employees excited always
- Customer excitement and surprises
- Differentiated shopping experience everyday
- More product/brand awareness

Drawing Shopping Calendar

Brainstorming to identify shopping days

Plan day-wise specific promotions & activities

Implement effectively

Let's give great shopping experience
everyday

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