

## Retail Lot Calendar

### Winter

- Review customer demographics for target area
- Review local and state laws (Permits, right-of-ways, signage)
- Identify potential lot sites
- Identify & contact landowners
- Identify possible charity partners

### Spring

- Initial contact with tree suppliers
- Sign lease with landowner
- Develop or review business plan
- Secure pre-approval for financing

### Summer

- Make a deposit on tree order
- Identify sources for:
  - Freight
  - Liability insurance
  - Local bank account
  - Tent rental
  - Port-a-johns
  - Fencing if needed
  - Lodging / camper
  - Security
  - Utilities
  - Telephone

### Early Fall

- Touch base with:
  - Landowner
  - Tree grower / supplier
  - Charity partner
- Advertise for employees
- Order signs, banners

### October

- Finalize all contracts & permits
- Hire employees
- Order uniforms, jackets, or t-shirts
- Order point-of-sale materials

### Early November

- Finalize tree delivery
- Set up retail lot, storage, & display
- Review inventory & accounting systems
- Review parking & traffic flow
- Initiate advertising

### Mid / Late November

- Train & motivate employees
- Properly store & display trees
- Monitor inventory & cash
- Survey customer satisfaction
- Visit competing lots in target area

### December

- Maintain quality of inventory & service
- Cull dry trees
  - Do not sell at bargain prices
- Conduct employee exit interviews
- Make deposit on site for next year

## Points to Discuss With Your Grower

### Tree numbers by size & grade

- Height standards?
- Grade standards?
- Presence of handles?

### Other products

- Wreaths, roping
- B & B trees

### Written contract

- Delivered quality?
- Retail tree care?
- Death of either party?
- Legal venue?
- Arbitration?

### Payment

- Certified check?
- Percent down?
- Schedule?

### Transportation

- Arranged by?
- Number of deliveries?
- Shipping dates?

### Customer Service

- Tree care literature?
- NCCTA retail materials?
- Tree shaking?

### Contingencies

- Weather?
- Transportation