

THOMAS RIDLEY PROMOTION CALENDER 2010

BUYING		Promotions to Thomas Ridley Mon / Tues of w/c...	Completed Thomas Ridley Manager's Specials to Central Office.	PDF Copy of SIU to Thomas Ridley for proofing	TRS to sign off final amends in SIU no later than...	Delivery to Thomas Ridley w/c	BUYING IN	From	To	Sell Duration
MARKETING							SELLING OUT	Monday	Friday	
Winter	JAN/FEB	09.11.09	23.11.09	30.11.09	07.12.09	21.12.09	BUYING IN	4 Jan	26 Feb	7 weeks
							SELLING OUT	11 Jan	26 Feb	
Spring	MARCH	21.12.09	11.01.10	18.01.10	25.01.10	08.02.10	BUYING IN	15 Feb	2 Apr	5 weeks
							SELLING OUT	1 Mar	2 Apr	
	APRIL	01.02.10	15.02.10	22.02.10	01.03.10	15.03.10	BUYING IN	22 Mar	30 Apr	4 weeks
							SELLING OUT	5 Apr	30 Apr	
	MAY	01.03.10	15.03.10	22.03.10	29.03.10	12.04.10	BUYING IN	19 Apr	28 May	4 weeks
							SELLING OUT	3 May	28 May	
Summer	JUNE	29.03.10	12.04.10	19.04.10	26.04.10	10.05.10	BUYING IN	17 May	2 Jul	5 weeks
							SELLING OUT	31 May	2 Jul	
	JULY	03.05.10	17.05.10	24.05.10	31.05.10	14.06.10	BUYING IN	21 Jun	30 Jul	4 weeks
							SELLING OUT	5 Jul	30 Jul	
	AUGUST	31.05.10	14.06.10	21.06.10	28.06.10	12.07.10	BUYING IN	19 Jul	27 Aug	4 weeks
							SELLING OUT	2 Aug	27 Aug	
Autumn / Christmas	SEPTEMBER	28.06.10	12.07.10	19.07.10	26.07.10	09.08.10	BUYING IN	16 Aug	1 Oct	5 weeks
							SELLING OUT	30 Aug	1 Oct	
	OCTOBER	02.08.10	16.08.10	23.08.10	30.08.10	13.09.10	BUYING IN	20 Sept	29 Oct	4 weeks
							SELLING OUT	4 Oct	29 Oct	
	# CHRISTMAS	30.08.10	13.09.10	20.09.10	27.09.10	11.10.10	BUYING IN	18 Oct	24 Dec	8 weeks
							SELLING OUT	1 Nov	24 Dec*	
# Outline proposals available on request from end July to help with Christmas pre-sell planning.										

*Christmas selling out period may be changed subject to success of 2009 sales over similar period.