

Festive Sales Blitz Planning

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a festive-season sales blitz plan — stock build-up, brand/festive offers and finance/exchange schemes, marketing and footfall drive, staffing, and target planning — so you capture the festive spike (Diwali/Dussehra/Onam) that can make the year for electronics. Use it before the season. For demand use the Demand Forecasting tool.

Purpose of this tool & output

Win the festive season that makes the year

How the output is used

Use it to win the festive season that makes the year — a festive sales-blitz plan for stock, offers, staff and marketing.

Important cautions

The festive season can make the year for electronics; build stock and cash ahead, stack compelling offers (finance/exchange/freebies), drive footfall hard, and staff up — then clear residual stock right after so it does not become dead capital.

Companion documents

- Showroom Selling Playbook
- Demo & Experience Zone
- Consultative Selling & Objection Handling
- EMI / Consumer Finance Desk
- Exchange Offer Selling
- Anti-Showrooming Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.