

Month	Occasion	Promotion	Target Market	Marketing Channels	Marketing Goal	Expected Return	Budget
January	New Year						
February	Valentines (14th of February)						
March	Mothers Day (31st of March)						
April	Easter (21st of April)						
May	Spring						
June	Fathers Day (16th of June)						

Month	Occasion	Promotion	Target Market	Marketing Channels	Marketing Goal	Expected Return	Budget
July	Summer Holidays						
August	Summer Holidays						
September	Back to School						
October	Halloween						
November	Fireworks						
December	Christmas						