

BLACK FRIDAY - In recent years, there were over 100 million people who braved the crowds. That's more than the 74 million in previous years. The next biggest day was Saturday, when 64 million people went to stores. Only 33 million shopped on Sunday. The fewest, 29 million, left their homes on **Thanksgiving Day**.

Retail Lessons for a Successful Black Friday

1. Let Consumers Preview Deals
2. Encourage an "Act Now Attitude"
3. Play up the Christmas Spirit (pay attention to the images used by companies in their ad campaigns)
4. Unveil the Deals Early - early savings campaigns can win your most eager shoppers, it will also kill your competitor's Black Friday promotions
5. Take Advantage of Mobile Shoppers
6. Offer the best price of the year.

Background Information:

Black Friday is the day after Thanksgiving when get stores offer outrageous deals to customers. Oftentimes, people will wait in lengthy lines all night just to get the discounted item they desire. There have even been occasions where people have been injured due to the uncivilized crowds fighting to get what they want.

There is a debate whether or not Black Friday is an acceptable event in our society. On one side of the argument, people believe that the day drags people away from their families either because they are out shopping or because they are forced to work for low wages. On the other hand, people argue that this is merely a way to boost the nation's economy and encourage spending that helps pay for these worker's holiday dinners.

What is Black Friday?



Many merchants objected to the use of a negative term to refer to one of the most important shopping days in the year. By the early 1980s, an alternative theory began to be circulated: that retailers traditionally operated at a financial loss for most of the year (January through November) and made their profit during the holiday season, beginning on the day after Thanksgiving. When this would be recorded in the financial records, once-common accounting practices would use red ink to show negative amounts and black ink to show positive amounts. Black Friday, under this theory, is the beginning of the period when retailers would no longer have losses (the red) and instead take in the year's profits (the black).