

# Spirit Halloween

## Worksheet

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1. What is the significance of August 1st for Spirit Halloween?

2. Describe the real estate model that Spirit Halloween uses for its locations?

3. How did the leadership change in 2023 impact Spirit Halloween's growth?

4. What factors contributed to the increase in Halloween spending in the U.S. since 2019?

5. Why does Spirit Halloween emphasize the experiential nature of its stores?

6. What challenges does Spirit Halloween face during years with inclement weather leading up to Halloween?

7. How does Spirit Halloween's inventory strategy differ from typical retailers?

8. Discuss the potential impact of tariffs on Spirit Halloween's merchandise sourcing?

9. What is meant by "evergreen costumes," and why are they significant for Spirit Halloween's business model?

10. Explain the importance of early planning in Spirit Halloween's supply chain management?