# Summer Sale Event

# Things to decide

## Sale date

## Sale discounts

## Location

### Include warehouse this time?

#### Check insurance

#### Extra pay stations

# What to include

## Patio furniture

## Selected accessories

# Patio furniture

## Patio sets

### Teak four-person sets

### All rattan sets

## Deck chairs

### Adirondack

### Sling back

## Chimineas

### Cast iron

### Terra cotta

# Accessories

## Bamboo trays

## Tiki torches

## Chair cushions

## Bamboo planter boxes

# Advertising

## Flyer

## Newspaper ad

# Flyer design

## New flyer design scheme

## Print costs and lead time

## Direct mail cost