Flyerworks

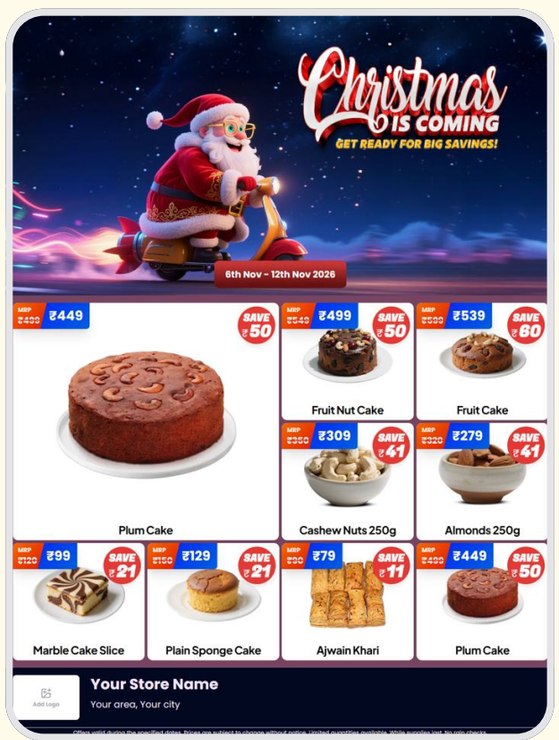
CHRISTMAS AND NEW YEAR 2026 · STORE OWNERS

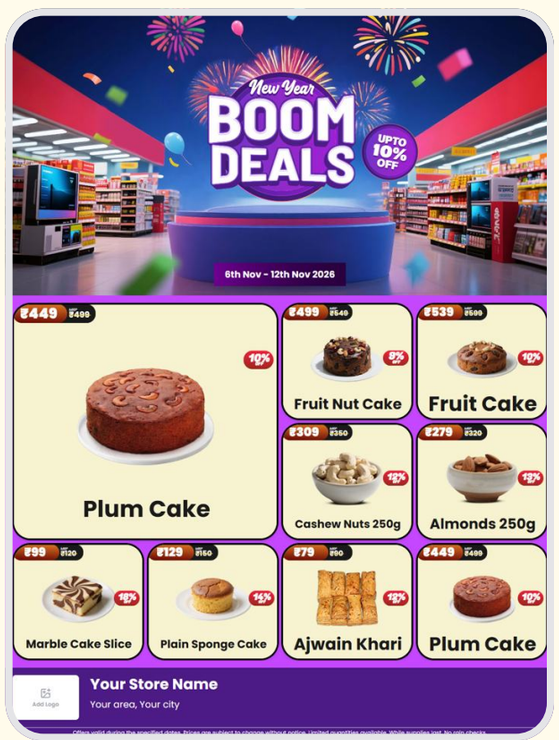
Christmas Offer Guide

30 days. 50+ offers. One busy season.

1 Dec 2026 to 4 Jan 2027







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START HERE

Christmas isn't one offer.

Your shop stays busy for weeks. Every visit is a chance to show something new.

Festival kickoff · Weekend sale · New stock · Combo offer · Price drop · Last chance · Clearance sale

How to use this guide

1. **Idea.** Pick an offer.
2. **Offer.** Set the deal.
3. **Products.** Choose what goes in it.
4. **Timing.** Pick the days.
5. **Flyer.** Make it in Flyerworks, then download, print and share.

You'll be busy. Keep your offers running, too.

PLAN THE SEASON

Key dates for the season

Sun 29 Nov	Advent begins	
Thu 3 Dec	Feast of St Francis Xavier (Goa)	
From about 19 Dec	School Christmas holidays in many states	
Wed 23 Dec	Last full shopping day before Christmas Eve	Peak
Thu 24 Dec	Christmas Eve. Midnight Mass.	Peak
Fri 25 Dec	Christmas Day	Peak
Thu 31 Dec	New Year's Eve	
Fri 1 Jan 2027	New Year's Day	

Shoppers order cakes early.

Cake orders peak in the last three days before Christmas. Christmas and New Year both fall on a Friday: two long weekends in a row.

Kerala, Goa and the Northeast celebrate biggest. New Year's Eve lifts party sales everywhere. School holiday dates vary by state.

PROTECT YOUR MARGIN

Discounts cut into your margin.

You can't sell above MRP. Every price cut reduces your margin.

Extra sales needed to earn the same profit

5% off	19% more
10% off	46% more
15% off	85% more
20% off	172% more
25% off	379% more

Based on 31.6% average retail gross margin. Grocery margins are lower, so required sales are higher. Break-even = discount ÷ (your margin - discount).

Grow baskets, not discounts.

Use hampers, bundles and spend-and-get gifts on low-margin staples. Discount high-margin or supplier-funded items. Don't fund cuts on rice, oil, sugar or milk.

#01 Christmas cake hamper

Ready-made Christmas hampers at round, giftable prices.

OFFER Three sizes: ₹500, ₹750 and ₹1,200, at or just below item total.

WHEN Pre-orders from 1 Dec. Peak 19 to 24 Dec.



WHY IT WORKS

Everyone buys gift boxes. Pair cake with higher-margin chocolates.

Protects margin

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YOUR 30-DAY CALENDAR

Days 1 to 13

1 to 13 Dec. Send WhatsApp-tagged offers there; share the rest on posters and shelf tags.

Week 1 · 1 to 6 Dec · Advent began Sun 29 Nov

Tue 1 to Wed 2	Season kickoff: start spend-and-get (#02) WhatsApp
Thu 3 to Fri 4	Cake and hamper pre-orders open (#01)
Sat 5 to Sun 6	Start the loyalty stamp (#06)

Week 2 · 7 to 13 Dec · Stars and lights go up

Mon 7 to Wed 9	Decoration corner: stars, lights and crib sets (#26) WhatsApp
Thu 10 to Fri 11	Clear slow sellers for Christmas stock (#27)
Sat 12 to Sun 13	Weekend sale on high-margin groceries (#24)

Grocery and supermarket

Christmas lunch means one big basket. Make everything easy to find.

#21 Christmas baking corner — 1 to 20 Dec

#22 Family combo pack — All season

#23 Bulk-buy offer — Weekends

#24 Weekend grocery sale — Every weekend





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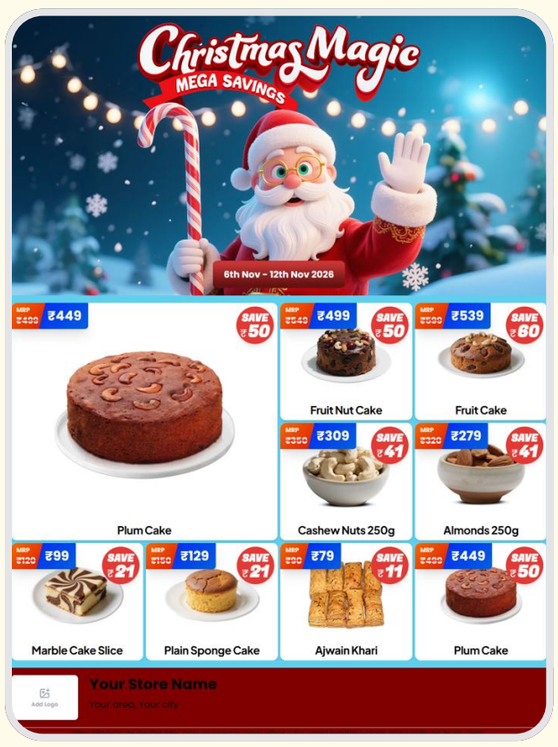
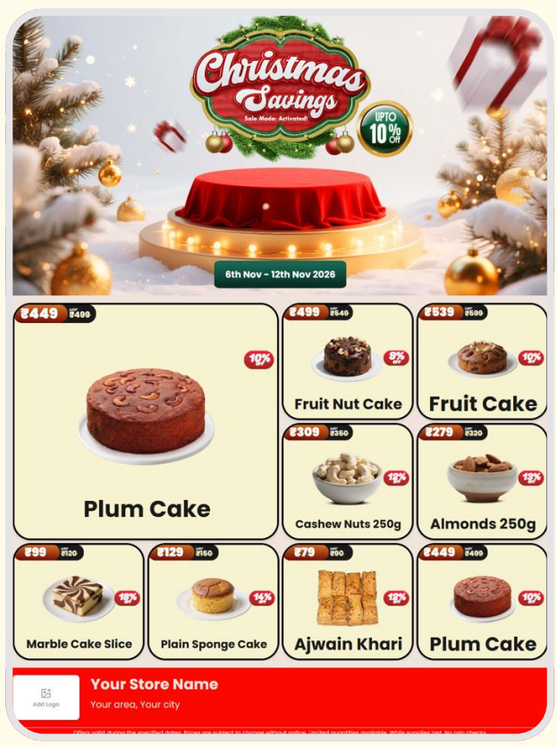
That was the preview.

24 more pages are waiting: all 7 offers, the full calendar, ideas for 9 store types, WhatsApp and pricing.







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