# Standard Operating Procedure (SOP) for Overstock Promotion

## Title

Overstock Promotion Request Process

## Purpose

To streamline the process of promoting overstock flowers in the coolers, ensuring quick and effective inventory management and marketing.

## Scope

This procedure applies to all retail shops under Bloomex.

## Procedure

Identifying Overstock:

- Regularly check the cooler inventory to identify any overstock.

- Ensure accurate counts of the overstocked flower varieties.

Completing the Overstock Request Form:

- Fill out the Overstock Request Form with the following details:

- Store Name

- Date

- Flower Name(s)

- Number of stems for each flower variety

- Suggest specific arrangements that can be used to promote the overstock (include SKU’s or names of arrangements).

Submitting the Form:

- Save the completed form to your computer.

- Attach the saved form to an email and send it to shelly.poffley@bloomex.ca.

- CC Daniel at daniel.goldsztein@bloomex.ca.

Review and Approval:

- Management will review the submitted form.

- If approved, management will devise a solution and provide instructions for promotion.

Execution:

- Follow the provided solution to promote the overstock flowers through designated marketing channels.

- Implement any additional promotional strategies as directed.

Follow-Up:

- Monitor the effectiveness of the promotion.

- Provide feedback to management on the outcome and any further inventory issues.

## Responsibilities

Store Managers:

- Identify overstock, complete and submit the request form, ensure enough stems for suggested designs, and execute approved promotional strategies.

Management:

- Review and approve requests, provide solutions, and monitor the promotion’s effectiveness.

## Forms and Attachments

Overstock Request Form

## Review and Update

This SOP will be reviewed quarterly and updated as necessary.

## Approval

Approved by: [Management Name]