

Grand Opening Retail Sales Promotion Approval

Store Name

Store Address

Proposed Promotion Name

Promotion Start Date

Promotion End Date

Promotion Details

Description of Promotion

Objectives

Promotion Mechanics

Mechanics / Rules

Projected Cost Breakdown

Item / Activity	Estimated Cost	Remarks

Expected Results

Sales Target

Customer Traffic Target

Approvals

Prepared By

Date

Reviewed By

Date

Approved By

Date