

2021 YEAR AT A GLANCE

12-MONTH BUSINESS PLAN TIMELINE (KEY EVENTS)

JANUARY

2 Week January Sale

FEBRUARY

Valentines Day (14th Feb)

New Collection Launch

New Commissions
Process

MARCH

Mother's Day
(14th March)

APRIL

EASTER

Holiday? Dates
you will be closed?

MAY

New website launch

New Collection Launch
Wedding Ring Marketing?

JUNE

Father's Day

Holiday? Dates
you will be closed?

JULY

New Collection Launch

Holiday?

AUGUST

New Collection Launch
Engagement Ring
Marketing for
xmas proposals?

SEPTEMBER

Items in a gallery
/boutique?

OCTOBER

New Collection Launch

NOVEMBER

Black Friday/ Cyber Monday

Christmas Countdown
Christmas Markets

Indie Week

DECEMBER

Last Order Dates

2021 YEAR AT A GLANCE

12-MONTH BUSINESS PLAN TIMELINE

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER