

Throughout the year, there will be times and events that will impact the footfall, sales and profits of retail businesses.

Types of seasonality:

- The seasons of the year – spring/summer/autumn/winter.
- Calendar events such as Christmas, Halloween, Black Friday, Valentine's Day, Mother's Day, Eid, Easter, etc.
- Special events such as the Olympics, royal events, music festivals, Football World Cup, etc.

Impact of seasonality

The demand for products will change depending on seasonality and can impact on some retailers more than others.

Some retailers rely on certain seasons and calendar events to keep them in business.

There will be times when demand for the products being sold are high and times when demand is low, which can reduce profits.

Retail businesses that are affected by seasonality must plan carefully to make sure they are able to take advantage of the peaks in demand, but also be prepared for the quiet periods by looking at ways to increase sales and reduce costs.

The main areas that a retailer must consider when preparing for seasonality include:

- product range
- services offered
- opening hours
- staffing
- sales revenue and turnover
- promotions
- customer types.