

Retail Bundle Package Promotion Plan

1. Objectives

- Increase average transaction value
- Move slow-moving inventory
- Attract new and existing customers

2. Target Audience

- Families
- Young professionals
- Regular store visitors

3. Bundle Package Details

Bundle Name	Included Items	Bundle Price	Individual Value
Starter Pack	Product A, Product B, Product C	\$29.99	\$42.97
Family Bundle	Product D x4, Product E	\$49.99	\$68.95

4. Promotional Strategies

- Point-of-sale signage and shelf talkers
- Email and SMS campaign
- Social media posts and engagement
- In-store product demos

5. Implementation Timeline

Phase	Actions	Timeframe
Preparation	Design materials, train staff	Week 1
Launch	Display in-store, send digital promotions	Week 2
Ongoing	Monitor sales, adjust plan	Week 3 - Week 6

6. Measurement & Evaluation

- Track bundle sales vs. targets
- Compare with previous period sales
- Customer feedback collection