

HOLIDAY PLANNER

2024

Rainbow

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Jingle Buck\$ Contest

**\$1,250
MAXIMUM
JINGLE BUCKS!
YOU CAN
WIN UP TO
\$100 PER WEEK!**

**Five Contest
Periods starting
November 29,
2024-
January 4,
2025**

<u>Your Weekly \$ Sales Over Goal</u>	<u>Store Manager Receives Gift Certificate 1 per Store</u>	<u>* Assistant Manager Receives Gift Certificate 1 per Store</u>	<u>* Junior Asst. Receives Gift Certificate 1 per Store</u>	<u>* Sales Associates Receives Gift Certificate 6 per store 10 per store (over 1 million sales)</u>
\$5,000 & Above	100.00	75.00	50.00	25.00
\$3,000 to 4,999	75.00	50.00	25.00	15.00
\$1,500 to 2,999	50.00	25.00	20.00	10.00
Below \$1,500	25.00	20.00	15.00	5.00

To determine your winnings, compare actual sales to the goal at the end of each week

There will also be Jingle Buck certificates awarded to new, relocated or expanded stores.

• If you have more employees than the limit per store, divide the amount by the number of employees in each category, not to exceed the max. allowed per recipient above.

• Max. payable is \$100 per person.

• Home Office will announce the winners for each of the 5 weeks.

Gift certificates will be mailed to the employees

• Gift Certificates redeemable at any Rainbow, 5.7.9 or Marianne stores.

SALES GOALS

1. For stores open more than a year, the sales goal generally will be set at a 7.5% increase over 2023 sales for the applicable period.

2. For relocations and expansion stores, the sales goal will be set at a level which takes into account increased square footage, additional departments (if any), and sales trends since the relocation or expansion.

2

3. For new stores open less than a year, the sales goal will be set based on exceeding budgeted sales.

EASY WIN CA\$H 2024

November 29, 2024 – January 4, 2025

Measured over the same 5 weekly periods as the Jingle Bucks contest



HOW TO WIN

For the 5-WEEK CONTEST PERIOD, you can WIN CA\$H if your store:

- 1) BEATS ITS ASSIGNED SALES GOALS for AT LEAST 4 of the 5 weeks, AND
- 2) BEATS ITS ASSIGNED SALES GOALS for the TOTAL of the 5 WEEKS.

WHO CAN WIN

(3 People Win Per Store-\$150 per store maximum)

- The MANAGER can receive \$75.00 CA\$H.
- The ASSISTANT MANAGER can receive \$50.00 CA\$H.
- The 2ND ASSISTANT can receive \$25.00 CA\$H.

Contest Terms:

- At the end of the 5-week Holiday selling period, your sales figures will be verified and winners will be announced via Gatekeeper memo to all stores and field management.
- Payouts will be sent after the January inventory. Stores with shrink greater than 1.25% will be disqualified from payouts. Employee must be employed during the contest period and currently employed at time of payout to qualify.
- For stores open more than a year, the sales goal generally will be set at a 7.5% increase over 2023 sales for the applicable period.
- For relocations and expansion stores, the sales goal will be set at a level that takes into account increased square footage, additional departments (if any), and sales trends since the relocation or expansion.
- For new stores open less than a year, the sales goal will be set at a level based on exceeding budgeted sales.



GIVING *Thanks* **CONTEST**

THANKSGIVING DAY IS A BIG SALES DAY, WITH SELLING GOALS FAR HIGHER THAN THAT OF AN AVERAGE DAY.

THE STORE IN EACH REGION WITH THE HIGHEST PERCENTAGE SALES INCREASE OVER THANKSGIVING DAY 2023, WILL

RECEIVE:

- 1) A \$75.00 GIFT CERTIFICATE FOR THE MANAGEMENT PERSON IN CHARGE FOR THE DAY**
- 2) A \$25.00 GIFT CERTIFICATE FOR THE SECOND MANAGEMENT PERSON WORKING THAT DAY.**
- 3) A \$10.00 GIFT CERTIFICATE FOR ALL SALES ASSOCIATES WORKING THAT DAY.**

CONTEST RULES:

- > MUST HAVE AT LEAST \$2,000 IN SALES FOR THE DAY**
- > DISPLAY YOUR "OPEN" SIGN ON THE OUTSIDE OF YOUR STORE.**
- > RUN A SIDEWALK SALE. PLACE FOUR SALE RACKS ON YOUR SIDEWALK IN FRONT OF THE STORE**

LATE BIRD DECEMBER 23 CONTEST

LATE BIRD CONTEST

Our Late Bird December 23 contest will run as follows:

- For stores achieving sales of \$750 to \$2,000 during the extended hours period (from 8:00 PM to 11:59 PM) on 12/23, 5% of the sales will be paid in gift certificates to be split among the employees who worked the extended hours.
- For those stores making sales of over \$2,000 for the extended hours, 10% of the sales will be paid in gift certificates to be split among the employees who the extended hours.
- The gift certificates will be distributed to winning stores by early January for December 23 Late Bird. Employees must be employed by Rainbow at the time of payment to be eligible.
- There is a \$400 gift certificate cap per store for this contest

Christmas Contest

Christmas Day is a BIG sales day with higher than average sales goals. The Top Three Stores that have the highest dollar sales will win Gift Certificates!!

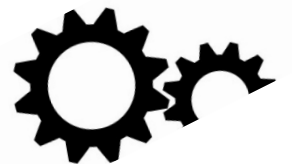
- 1) \$75.00 for the Management person in charge
- 2) \$25.00 for the Second Management person working
- 3) \$10.00 for all Sales Associates working

CONTEST RULES:

- > DISPLAY YOUR "OPEN" SIGN IN FRONT OF THE STORE
- > RUN A SIDEWALK SALE. PLACE 4 SALE RACKS ON YOUR SIDEWALK IN FRONT OF THE STORE

holiday season

OPERATIONS



6-DAY WORK WEEK for SALARIED MANAGERS

During the busy Holiday Season, Salaried Store Managers are required to work certain six-day workweeks, and to work until closing several nights during the week. Weeks ending 11/30, 12/21 are 6-day workweeks, however you should check with your District or Regional Manager to verify.

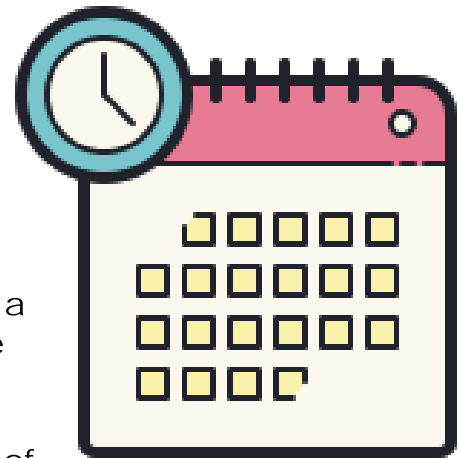
Hourly Store Managers should check with their Regional and District Managers to confirm their holiday schedules and approved weekly hours.

Ideal Salaried Store Manager Schedule for a 6-Day Work Week

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK OF 11-24-11/30	10:00 AM 7:00 PM	9:30 AM 6:30 PM	12:30 PM 9:30 PM	12:30 PM 9:30 PM	OFF	6:00 AM 4:00 PM	9:30 AM 6:30 PM
WEEK OF 12/15 - 12/21	10:00 AM 7:00 PM	9:30 AM 6:30 PM	12:30 PM 9:30 PM	OFF	9:30 AM 6:30 PM	12:30 PM 9:30 PM	12:30 PM 9:30 PM

TIPS FOR USING PAYROLL HOURS WISELY:

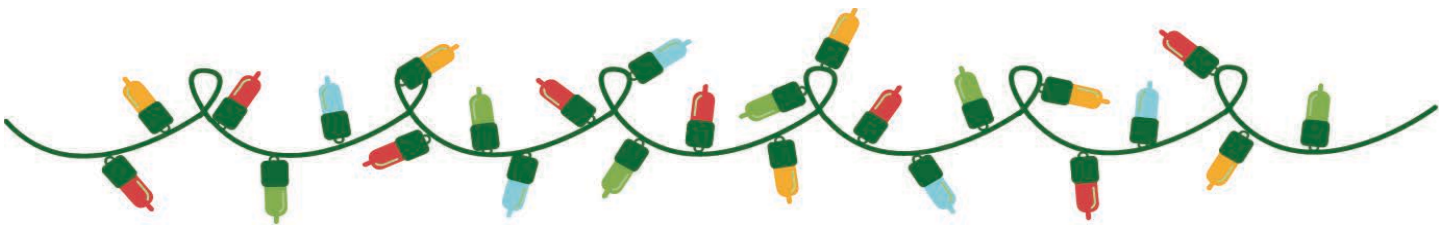
- The Friday and Saturday right after Thanksgiving Day, and also, the weekend of December 20-21, and the Sunday- Tuesday period (December 22 through 24) right before Christmas Day will be VERY BUSY days. All other weeks are likely to be slower.
- Plan your payroll accordingly. Plan 5% down but keep a list of employees (including their contact info) who are available to work handy.
- Schedule your hourly employees for no more than 35 hours per week. This leaves room to be flexible in case of employee call- outs, or if customer traffic is higher than expected, without going over payroll.
- Payroll is the single highest controllable expense in our Company. You can make a big difference in the profitability of your store by scheduling employees properly and monitoring your payroll hours!
- If you are operating with '2/2/2' Coverage—one of the store managers should arrive by lunch time when the customer traffic is higher.



- Review your store's prior year sales figures each week to determine whether you have proper floor coverage. The average store during the peaks of holiday season, will need an associate in every department. Contact your District Manager if you need additional help.
- Remember not to hire minors below the age of 17! Job applicants who are between 17 and 18 years old need proper working documents, and can only work limited hours. Refer to the Policy on Employment of Minors (In Lotus Notes) for more info.
- Control your overtime. Overtime is generally not authorized without approval from your VP/Director of Stores.

IF YOU WANT TO HIRE A GREAT SALESPERSON BUT DON'T HAVE THE HOURS:

- HAVE ORIENTATION DAY THE WEEK ENDING NOVEMBER 16.
- HAVE THE NEW EMPLOYEE WORK 1 TO 2 DAYS THE WEEK ENDING NOV. 23.
- FULL HOURS WEEK ENDING NOV. 30 (week of Thanksgiving/Black Friday).
- WORK PART TIME HOURS WEEKS ENDING DEC. 7 and DEC. 14.
- WORK FULL TIME HOURS WEEK ENDING DEC. 21, AND MAKE SURE THEY CAN WORK A FULL DAY WORK SCHEDULE ON FRIDAY, DECEMBER 22 and SATURDAY, DECEMBER 24, and on the three full days before Christmas Day, Thursday through Saturday, DECEMBER 21 THROUGH 23.



"BLACK FRIDAY" & HOLIDAY PREPARATION CHECKLIST



Start preparing BEFORE Thanksgiving for the official start of the holiday season!!

- ✓ GREAT CUSTOMER SERVICE = MORE SALES!
Everyone must provide our customers with friendly, outgoing, helpful service! Thank every customer for shopping at our stores!
- ✓ Ensure that all of your employees are trained on Customer Service, and the season's latest fashions & trends, company policies on returns/exchanges and gift cards!
- ✓ Schedule baggers to help speed up transactions at the register.
- ✓ Organize the shoe area and make sure all available sizes are on the floor
- ✓ Put up holiday customer service return sign by the register Wednesday night before Thanksgiving Day, at closing.
- ✓ Ensure that associates are regularly tidying up the selling floor, back/fitting room area and recovering and organizing the merchandise fixtures, shoe department and accessory wall, throughout the day. Trash and garbage must be removed daily and not kept in the store overnight.
- ✓ Schedule your top performing associates early on Black Friday so they can be most effective during the early morning rush.
- ✓ Make sure all signs are up and all rounders /4-ways display the proper signage
- ✓ Make sure you have an adequate amount of shopping bags, gift boxes, and other supplies available at the store
- ✓ Make sure you have smaller bills on hand in the register in case change is needed for cash transactions
- ✓ Make sure gift card display is stocked, and suggest gift cards as a "stocking stuffer" or as a great gift for that friend or relative who is hard to shop for!
- ✓ Make sure Holiday season music is playing throughout the store

AFTER CHRISTMAS DAY CHECKLIST



Begin Preparing The Week Before For These Heavy Return Days After Christmas Day!

- ✓ Begin Preparing The Week Before For These Heavy Returns After Christmas Day!
- ✓ Schedule an extra associate to handle ticketing/tagging returned merchandise.
- ✓ Staff checkout counter with at least one person who is authorized to ring returns and exchanges.
- ✓ Schedule a greeter to direct customers who come in with bags of merchandise they wish to return, to the cash register.
- ✓ For those stores with more than one register, designate one register for returns/exchanges (Hang a sign above this register, if possible).
- ✓ Ensure return registers have tagging gun, blank tickets, and security tags.
- ✓ Be knowledgeable of Customer Return and Exchange policy and make sure that it is properly displayed at the checkout counter
- ✓ Be as courteous to customers making returns as you are to those making purchases and remember to try and convert a return into a sale!

HOW NOT TO LOSE MONEY WHEN PROCESSING A CREDIT CARD

These rules apply to all Visa, Mastercard, Discover and American Express transactions.

Remember: All credit card losses your store incurs effects shrinkage dollars, which can affect your bonus. With a little effort and education of your staff, you can eliminate these losses.



(1) The card must either be inserted or swiped when prompted by the Verifone machine . We no longer allow credit card numbers to be manually key entered.

(2) If you are suspicious that a customer's card may be fraudulent, do not accept the card and ask the customer for another form of payment.

(3) If the card doesn't swipe in your Verifone machine, ask for a different form of payment.

Note: Since the customer is inserting/swiping their own card you no longer need to compare the signature to the back of the card.

(4) Be suspicious of customers that come into your store multiple times in one day to use the same credit card. If this should occur, ask for additional I.D. and call the voice authorization number to verify customers.

Note : you can never force a customer to show proof of ID and you can never make showing ID a condition of sale.

(5) *** Only If your store registers are offline (you will know this when your register will ask you to call for authorization)***

Note: This should only be done when the register prompts for this, otherwise follow (1)-(4) above.

If you need to call for voice authorization on a card, your register will prompt you with the proper phone number and merchant number to be provided.

In any case, here are the numbers which you can call should you need them.

Phone numbers for Voice Authorizations:

Visa/ Mastercard/Discover: 1(800) 991-9911

Amex: 1(800) 528-2121

(6) When prompted by the register to get manual authorization, make sure you call the 800 number and get a proper authorization (a 6 digit number). The authorization number must be entered into the register when you are prompted to do so. Make sure the authorization number printed on the receipt matches the authorization number you got over the phone.

(7) Take an imprint of the card if/when prompted by the register to take an imprint.

CREDIT CARD IMPRINTS

- If your store doesn't have an imprinter or imprint slips, or if the imprinter that you have doesn't work, then send an e-mail to the supply department at ssupply@rainbow.us
- If you need charge plates send an email to: LNormatova@rainbow.us
- The proper procedure for making an imprint is as follows:
 - a) All information on the imprint **MUST BE READABLE**.
 - b) Do not write the card number by hand on the imprint slip.
 - c) The card account **MUST BE IMPRINTED**.
 - d) If the card cannot be imprinted for any reason, then ask the customer for another form of payment.
 - e) Make sure to write the total sales amount and Authorization number on the imprint slip. (The authorization number is obtained by calling the voice authorization number on page 12.
 - f) Have the customer sign the imprint slip.
 - g) Write the date of the transaction as mm/dd/yy in the date section on the imprint slip.
 - h) **DO NOT WRITE OVER THE IMPRINTED ACCOUNT NUMBER.**
 - i) If the account number is not readable or it is cut off, you must get a better imprint.
 - j) If doing a credit card return you must remember to use the (RED) imprint slips NOT the blue. The Red slip indicates a credit; the blue slip indicates a sale. After completion, place imprint in a monthly envelope that is kept in the safe.



SALES AUDIT - IMPORTANT DATES AND REMINDERS

HOLIDAY PETTY CASH TEMPORARY INCREASE

- 1) All Regionals, please email one full list of all stores in your Region with the approved amount of increase for each store to Jappel@rainbow.us and Salesaudit@rainbow.us by Monday 11/4/2024
- 2) All stores will increase petty cash funds on Tuesday 11/19/2024.
- 3) Please make sure all store managers short the deposit on Tuesday 11/19/2024 in the amount of the increase and key the deposit short so we know they have completed the increase.
- 4) All stores will pay back the temporary increase on Tuesday, 1/7/25.
- 5) Please make sure that all store managers pay back the temporary increase by depositing the funds and keying an overage in the correct amount of the increase.
- 6) Emails will be sent by Sales Audit, one day after the increase and pay back period to alert District Managers to which stores have not completed the task.

REFERENCE MATERIALS AND REMINDERS FOR HOLIDAY

- 1) Register returns creating a merchandise credit—Available in Lotus Notes
- 2) How to not loose money when processing a credit card—Available in Lotus Notes
- 3) Give your customers Gift Receipts!! — Policy available in Lotus Notes
- 4) Deposit quick reference guide—Sales Audit will send Gatekeepers weekly
- 5) Make sure all Store Managers are responding to Daily Cash Over/Short Emails

Holiday Season

LOSS PREVENTION



LOSS PREVENTION REMINDERS FOR YOUR TEAM



- Deposit excess cash in bank immediately if store cash receipts exceed \$ 5000.00 (Non-Smart Safe stores only).

Reminders

- Bank deposits **MUST** be made daily by TWO Employees if you do not have armored car pick-up or Smart Safe.
- Only a member of management may make deposits and he/she **MUST** be accompanied by another employee.
- The sealed bag must be concealed in some way: i.e., under a coat or in a handbag.
- Vary the time, route and persons making the deposit.
- Always open the depository drawer a second time to make sure the deposit bag has been dropped and is not stuck in any way.
- All deposit information must be entered into the Lotus Notes Deposit Log EVERY DAY.
- **IF YOU SEE SOMETHING STRANGE NEAR OR AROUND THE DROP BOX, TURN AROUND AND LEAVE. CALL YOUR DM AND ADVISE THEM WHAT HAPPENED AND WHY YOU DID NOT MAKE YOUR DEPOSIT IMMEDIATELY.**

Loss Prevention **Employee** Reminders

- Employee Bag Checks – Conduct employee purse / bag checks for all shifts, not just at closing. A great idea for making bag checks easier: Check your bag first!
- Ensure that all management is carefully **inspecting all trash** before it is removed from the premises.
- Remind sales associates that they may NOT ring up friends or relatives. Managers must set the example and adhere to this policy at all times.

Remind all employees of the Loss Prevention / Silent Witness Hotline



1 (888)-5RAINBOW

The Hotline offers a confidential way for all employees to communicate concerns directly to the VP of Loss Prevention.

- All calls are strictly confidential.
- Live operator -M-F - 9am – 5pm EST.
- Message Center 5pm – 9am EST. WEEKENDS
- Call from the privacy of any telephone.
- Or email to - Reportloss@Rainbow.us
- Receive a code to protect privacy, if you wish



Rainbow greatly appreciates the actions of our honest employees and in an attempt to display our appreciation we have set up an honor award program. Through this program, we are offering a **\$200 Reward** for information leading to the apprehension and successful prosecution of any dishonest employee. All our store employees, Security Guards and District Managers are eligible for this program.

SCAM PHONE CALLS FOR MONEY

We continue to have incidents where members of our management team are sending cash register and petty cash funds through Western Union at the instruction of callers pretending to be corporate executives. The caller says it has to do with a lawsuit or injury or emergency or invoice. This usually happens to a management member who is new and not trained on this scam information.

Read this and make sure everyone on your staff also reads this without fail...

- WE NEVER, EVER REMOVE MONEY FROM THE REGISTER OR PETTY CASH AND SEND IT TO ANYONE. WE DO NOT PAY BILLS OR LAWSUITS LIKE THIS.
- EVERY CALL YOU MAY GET NOW OR IN THE FUTURE FROM SOMEONE WHO TELLS YOU TO SEND MONEY **IS A SCAM ARTIST!!**
- ONCE THEY START TALKING AND USING IMPORTANT NAMES AND TELLING YOU WHAT TO DO BECOMES YOUR CUE TO HANG UP ON THEM.
- DON'T BE AFRAID TO HANG UP THE PHONE ON THE FAKE EXECUTIVES ASKING YOU TO SEND CASH SOMEWHERE. NO TRUE RAINBOW EXECUTIVE WOULD HAVE YOU SEND MONEY THROUGH WESTERN UNION, BITCOIN MACHINE OR IN AN ENVELOPE TO A MESSENGER SENT TO THE STORE.
- ANY CALLS YOU GET FROM THESE SCAM ARTISTS MUST BE IMMEDIATELY REPORTED TO YOUR DISTRICT MANAGER. AGAIN...IMMEDIATELY!
- THE STORE MANAGER WILL MAKE IT THEIR JOB TO READ THIS EMAIL TO EVERYONE ON STAFF, WITHOUT FAIL, THIS WEEK.

LOSS PREVENTION HOLIDAY AWARENESS GUIDE

Please read this quick overview of Company policy and helpful guidelines to ensure a safe and secure store during the holiday season. Please communicate these items and place them in effect in your store.

Cash Control - Follow all cash control procedures required by the Company.

- Only management and approved cashiers are to work cash registers. No one else is allowed behind the cash desk.
- Registers should be audited at the end of every shift change without fail!
- Deposits are made and signed by two people, one being management. Both persons must assume responsibility for the deposit. Deposits must be made by store opening or after closing.
- District Manager must verify that the bank deposits slips are validated and are deposited on a timely basis. Remember to complete bank deposit log and validation in Lotus Notes.
- Any cash shortages above \$5.00 daily must be reported to the District Manager.
- Temporary help will not work cash registers.
- Temporary help will not be given keys or combinations or passwords for any store area.
- Temporary help will not be allowed to work alone or to go behind the register area.
- If you have cash pick up, make sure the deposits are secured in the safe until picked up.
- Temporary help will not be allowed to work in the front of the store at door.



Coverage

- Maximize floor coverage. Watch the customers.
- Only customer service will prevent shoplifting...Only customer non-awareness will allow it.
- Do not be fooled by disturbances. This is the number one decoy of the shoplifter. In the event of a customer disturbance, watch the register, watch the front door and call police/mall security.
- Never give out extra bags to anyone. Only replace their bag if it is tearing, as a customer service issue.
- Do not get buried in a task. Keep your eyes and ears on the floor while working on merchandise or shipment.
- Ensure that guards/front coverage employee watch customer packages that are checked in as not to lose any. They are responsible. Make sure the number system is in place for customer packages. Do not give a bag out unless the bag number tag is seen and correct.

Hiring

- Holiday hires or temps are strictly to be used for floor tasks.
- Temps are not allowed to carry store keys, work behind the register, and handle tasks that have financial bearing on the store such as shipment paperwork, manifests, time sheets, register paperwork or left to work alone.
- Remember, no temps can be paid through petty cash. All temps must be paid through payroll.

Garbage

- Store garbage must be checked by management prior to disposal. Make sure there is no merchandise hidden in boxes. Boxes should be flattened and real garbage must be put in clear plastic bags.



Alarm System - (If Applicable)



- Only Store Management open and closes the store.
- Only Store Management activates and de-activates the store's alarm system.
- Codes for the alarm are forbidden to be given to anyone other than the person to whom the code is assigned.
- Advise Loss Prevention in advance of any store hour changes for the holiday season.
- Remember - no one other than an employee is allowed in the back office at anytime and in the store after the door is locked.



ROBBERIES



OUR NUMBER ONE PRIORITY IS YOUR SAFETY AND THAT OF YOUR CUSTOMERS AND EMPLOYEES.

- Stay calm and do not argue.
- DO NOT RESIST. DO NOTHING THAT WILL PUT YOU OR OTHERS AT RISK.
- If you are not sure of what the robber is telling you to do, ask.
- Open the registers and safe if demanded.
- Do not make any sudden moves. If you must reach for something or move, tell the robber what to expect.
- Do nothing that will agitate, threaten, surprise, or startle the robber. Do not chase or follow the robber.
- Focus on remembering details about the individual:
- Hair color
- Height and Weight
- Voice
- Age
- Clothing
- Distinguishing marks, i.e., tattoos, scars
- Noticeable traits, i.e., limp, accent, glasses, left- or right-handed
- What did he touch, so you can preserve it for fingerprints? Do not touch anything that may have fingerprints
- Call the police. Do not hang up until they tell you to do so. Keep police and other emergency numbers on or near the telephone.
- After the police arrive, before anything is moved, carefully survey the store and determine what, if anything is missing. Check for damages such as broken window, doors, gates, check the safe and cash register. Write them down immediately.
- Call your District Manager and prepare a Flash Report. Include all details and the police report number and forward it to the LP Department within 24 hours



PERIODICALLY REVIEW THESE EMERGENCY PROCEDURES WITH EMPLOYEES

SHOPLIFTING PREVENTION AWARD FOR THE HOLIDAYS

Sunday, November 30 – Sunday, December 24th, 2024

Any employee who apprehends a shoplifter, which leads to the recovery of our merchandise AND the prosecution of that individual (s) by calling the police DURING THIS TIME PERIOD, will receive a:



Payable by February 2025

Must be employed at time of reward

An Incident Report must be filed in the register with all information provided (names, merchandise information, police information, report #'s, etc)

** The \$25 gift certificate normally awarded will be suspended during this period.

- Our policy in dealing with shoplifters is VERY CLEAR CUT.
- You must observe the entire incident from beginning to end.
- If you lose sight of the merchandise, you cannot stop the customer.
- You are never, ever to chase anyone off store property.
- Always call the Police.

TIPS FOR DISCOURAGING SHOPLIFTERS AND MAINTAINING SAFETY

Good floor supervision is one of the most effective deterrents to external theft. Managements' alertness and awareness to all aspects of the selling floor is key

With the holiday crowds come the holiday shoplifters. We are in business to sell merchandise—not to catch shoplifters. Naturally, we would much rather avoid theft in the stores and we have taken many steps and allocated tremendous resources toward these efforts. In today's dynamic and competitive environment where the wants and needs of the customer remains our greatest priority, there needs to be a balance between protecting employees, merchandise and ensuring our products are available and accessible to the customer. Brand, image, price, quality, convenience, and service are hallmarks that drive our success, and that can't and won't change.

Over the past several years, retail has made significant changes in response to shoplifters and other forms of retail crime. First and foremost, today's retail companies have stressed deterrence and "no chase" and "no touch" policies as a primary response to theft, focusing on customer service, employee training and awareness to dissuade the theft problem. It has been our policy to award employees who have averted losses in our stores. We will continue that policy, however we will not award staff for violating our shoplift / customer service policy by creating a physical altercation, chasing someone off premises, locking people in the store, or creating an unsafe condition for themselves or fellow employees.

Therefore we ask that you read and follow these policy's as we implement increased training and awareness solutions to shoplifting for our stores.

The Best Shoplift Prevention is Good Customer Service. Greet all customers as they enter your store, and make eye contact with each person. This conveys your interest in providing good attentive service and let's people know you're in control of your store. Honest customers will like the attention; dishonest ones won't.

Refrain from distractions like personal phone calls while on the sales floor.

We require our employees to be courteous and alert. A thief who thinks that he or she is being watched is less likely to steal. Take steps to prevent shoplifting. It's easier and safer to prevent shoplifting than it is to deal with a shoplifter.

Know the signs of shoplifting. Watch for someone who:

- Seems nervous.
- Avoids eye contact.
- Wanders around the store without buying anything.
- Leaves the store and returns to your business repeatedly in a short period of time.
- Stays in an area of your business where he or she is hard to see.
- Keeps watching you or is constantly looking around.
- Use simple measures to discourage shoplifting. For example:
- Stay alert at all times.
- Be friendly and polite to all customers.
- Ask customers if they need help.
- Keep your business neat, clean and orderly.
- Know where shoplifting is most likely to occur in your business.

Know what to do if shoplifting occurs. Play it safe.

- Never accuse anyone of stealing.
- Never try to physically stop a shoplifter or block their exit.
- Never lock the door to keep a shoplifter from leaving.
- Never chase a shoplifter out of your place of business.
- Remain at least an arm's length away from the shoplifter.

Give the person a chance to pay or put back the item. Be sure to know what was taken and where the customer hid it. Then politely ask the person a question, such as: Are you ready to pay?

Follow your instincts. Don't continue to confront a shoplifter if you start to feel frightened or uneasy. Get help when it's safe to do so. Call the police if you sense a threat of violence. Your personal safety is always more important. Use a key phrase or some other method to share suspicions of shoplifting with your co-workers. A rack near an exit is an easy target for "grab and run" thieves. Keep hangers reversed.

Problem customers:

From time to time you may have to deal with problem customers. Being prepared for difficult situations will help you deal with them. Know what kinds of situations you may face. They include:

Insults, Challenges, Bad language, Sexual advances, Racial slurs, Stares, Repeated questions

Violence may occur without warning. But it often occurs with harassment and intimidation. A person may turn to violence as a last resort. Some suggestions to help you avoid trouble:

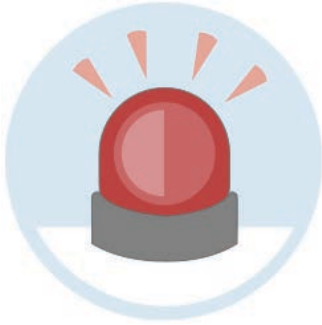
- Be polite and friendly to all customers.
- Notice customers as they enter the store. Look for signs that customers are upset or under the influence of alcohol or drugs.
- Learn to recognize customers who are likely to cause trouble.
- Stay calm. Listen to each customer and respond in a calm voice.
- Try to steer the customer's anger away from you. For example, if the person is angry because their credit card is being rejected, explain that you are being stopped by their bank.
- Encourage customers who are angry or upset to call customer service.
- Don't react to a customer's anger with anger, or trade insults.
- Don't take a customer's complaints personally.
- Don't "talk down" to a customer.
- Don't try to physically stop or hold a customer.

What should you do if you feel in danger of being attacked? Trust your gut feeling. You can often tell if a person is dangerous. He or she may seem to:

- * Get angry quickly.
- * Be looking for a fight.
- * Be about to explode.

Plan on how to escape. It is important that you be able to get away from a dangerous situation. Make sure to: Think about the escape routes in advance. Keep some distance between you and the person. Try to prevent the person from getting between you and the door.

• Get help as soon as possible. Call the police. If you need to, leave your place of business as soon as possible and go for help.



EMERGENCY CONTACT - CALLING YOUR **LPRM**

The following is a list of the Regional Loss Prevention Managers and their business cell phones.

Please call the LPRM's any time, 24/7, for emergencies, to report or discuss issues of dishonesty or any type of sensitive matter. In the event of a problem, make sure you try to speak to your District Manager first. Again, this is for security matters and emergencies. Do not call the RLPM for shoplifters or false alarms unless they present a problem.

Yasmine Ramos

Puerto Rico, VI

646-209-5898

Kinneret Ben-David

California, Nevada, New Mexico, Arizona, Colorado, Texas, Mississippi, Arkansas, Louisiana

(929) 494-5849

Michael Zefiretto

Florida, Alabama, Georgia

646-515-7996

Steve Streck

Illinois, Detroit, Indiana, Wisconsin, Minnesota, Tennessee, Kansas, Missouri

708-204-3141

Greg Bolotin

North / South Carolina, Ohio, Maryland, Virginia, Kentucky, D.C., Western New York State,

WESTERN PA - 646-515-8054

Joseph McManus

NYC Five Boroughs, Hudson Valley, Delaware, Eastern Pennsylvania, New Jersey, Connecticut, Rhode Island, Boston, MA

646 241-3832

HOLIDAY SEASON ORIENTATION OVERVIEW

HUMAN RESOURCES



HOLIDAY SEASON ORIENTATION OVERVIEW



It is vital that all store associates are fully trained and ready for high-selling holiday season.

All new employees should take the video training during the first 2 weeks of employment, at www.rainbowshopsonline.com/learning. Videos should be viewed on work time, using the associate's mobile device (if unavailable, a Manager should make their mobile device available). The effects of good training are three-fold:

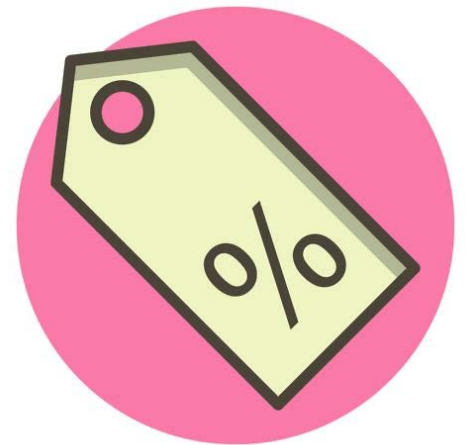
1. The associate immediately recognizes and appreciates the commitment that has been made to them in taking the time to train them effectively from the beginning. The employee's morale is boosted and the commitment is then reciprocated.
2. Store morale has a better chance of being good when employees are well-trained. Existing employees receive more immediate support from someone who has had good training. Existing employees tend to appreciate the commitment they observe being made by management to the training of their fellow employees.
3. A well-trained associate will be more productive, take more initiative and make fewer mistakes. Therefore, YOUR life will be made easier.

EMPLOYEE PURCHASE DISCOUNT WEEK IS **December 1 to DECEMBER 7**

For this week only, the Company allows an additional 10% on top of our regular Employee Purchase Policy. This is a thank you for all your hard work for the year.

The following is our normal Discount Policy:

- Every employee is entitled to purchase merchandise, less the appropriate discount percent, for themselves and for members of their immediate family who are living in the same household. Merchandise may also be purchased for gifts, but this must be kept to a minimum.
- Only the Store Manager may approve discount purchases. Only District Manager may approve discounts for the Store Manager. Phone approval is necessary.
- Purchases can only be made by the employee.
- No layaways in employee purchase week.
- When ringing up the additional employee discount, subtotal the purchase and take the additional 10% as a manual discount at the end of the purchase during Extra Employee Discount Week.



PUNCHING IN AND OUT

Only a Store Manager is authorized to make time adjustments. Time adjustments should be controlled and monitored. As a reminder:

- Hourly employees must punch in at the start of their shift and out at the end of the shift.
- Hourly employees must punch out and back in for lunch/meal period and for any other unpaid breaks.
- Hourly employees must be paid for all hours worked. Working “off the clock” or rounding of time is strictly prohibited and can result in immediate termination from employment.



HIRING TEMPS FOR THE HOLIDAYS

This is a critical activity which should be completed in the first two (2) weeks of November. Remember, temps must go through the same application and new hire on-boarding process as all other employees. All forms must be completed, PCF submitted through the register, and a personnel folder for each temp must be created and maintained in the store. All temps must complete the same training requirements.

GUIDELINE FOR HIRING TEMPS

1. Flexible working hours-can work open to close any day of the week.
2. Can lift up to fifty (50) lbs., help with shipment and get merchandise out on the floor.
3. Previous retail experience and or hospitality/customer service experience is a plus.
4. Friendly, good communication and customer service skills
5. Ability to work in a fast paced, retail environment
6. Fashionable, stylish and maintains appropriate dress and hygiene.
7. Select candidates whom you think might make good long-term/permanent employees.



CUSTOMER SERVICE TIPS:

- GREAT CUSTOMER SERVICE = MORE SALES! Everyone must provide our customers with friendly, outgoing, helpful service! Thank every customer for shopping at our stores!
- Management must carry store keys on their person at all times.
- ALL garbage must be inspected before leaving the store.
- ONLY Management can open and control the back door.
- Open shoe boxes to check for mismatches.
- Inspect bags, take wrapping paper out and check for accessories/hidden objects. Never bag merchandise before ringing. Always compare merchandise with receipt tape before bagging. The number of items and receipt must agree.
- Staple receipt on outside of bag.

WEEK 1



10 SUNDAY	11 MONDAY	12 TUESDAY	13 WEDNESDAY	14 THURSDAY	15 FRIDAY	16 SATURDAY
<ul style="list-style-type: none">Holiday Temp InterviewsChange Store Hours for the Week & Post SignTag LineCall Customers on Layaways	<ul style="list-style-type: none">Check Gift Card Display & Supplies-Order Necessary Supplies and Bags NOW!Get Mail hours for the next 8 weeksReturn Aged LayawaysBegin to put up Holiday Sign Package.	<ul style="list-style-type: none">Complete Next Week's Schedule & PostReview Layaway Cutoff DatesHoliday Temp Reference Checking	<ul style="list-style-type: none">Call in Hours To DMOffer Temp JobsRemerchandiseReview Sales for week flex payroll Wednesday & Thursday	<ul style="list-style-type: none">Check New & Changed PromotionsCheck Windows	<ul style="list-style-type: none">Get Ready for Weekend BusinessReview & File Mail packPost Sales for week	<ul style="list-style-type: none">Place GreeterPut up Layaway sign for final pickup date of December 12

CUSTOMER SERVICE TRAINING WEEK

NOTES



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
17 Slower Week- this is a good time to prepare your store for the Holiday season! Change Store Hourse for the week & post signs Manually change pick-up date on new layaway slips to Dec. 12 final date Begin using temps. this week on a part-time basis	18 Check Gift Card Display Return Aged Layaways Return damages to Home Office Make sure Holiday Sign package is up!	19 increase petty cash funds for the holiday season Complete next week's schedule Order supplies Save empty cartoons to use for transfers in January Stock up on register supplies	20 Call in hours to DM Re-merchandise Review floor coverage for weekend Do you have enough change? Review sales for week flex payroll Wednesday & Thursday Setup Gift Boxes behind register	21 Check new & changed promotions Call customers on layaways and/or return to stock	22 Review & File mail pack Post sales for week Focus on sales, service, UPTS Check coverage for next week, especially Black Friday and the Saturday after Thanksgiving	23 Place Greeter Make sure store is ready for Thanksgiving week

CHOOSE YOUR TEMPORARY STAFF WISELY WEEK

NOTES



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>24</p> <ul style="list-style-type: none"> Call Customers to collect layaways Change store hours for the week & post sign Extended hours start Communicate Contests Holiday Music Tag Line Change Store Hours for the Week & Post Sign Tag Line Vacation Blackout Begins 	<p>25</p> <ul style="list-style-type: none"> 5 SHOPPING WEEKS TO CHRISTMAS!! Seasonal Work Training Check Gift Card Display Do Holiday schedules & post Review sales figures Plan on BIG Friday sales Review Holiday Customer Service Policy with ALL employees Return aged layaways 	<p>26</p> <ul style="list-style-type: none"> Complete next week's schedule & post Review Customer Service Policy with staff Communicate sales contest to ALL associates GET ALL Shipments on the floor by tomorrow HOLIDAY SEASON ORIENTATION OVERVIEW 	<p>27</p> <ul style="list-style-type: none"> Call payroll hours to DM Remember: Visual Impact brings customers to store Consolidate & Re-merchandise If open early on Friday, put up early bird signs and set cash desk Get enough change from bank Train baggers HOLIDAY SEASON ORIENTATION OVERVIEW Holiday Return Policy sign to be posted at closing time Gift card display well stocked 	<p>28</p> <p style="text-align: center;">THANKSGIVING DAY</p>	<p>29</p> <ul style="list-style-type: none"> BLACK FRIDAY - BIG SALES DAY!! Greet every customer! Holiday Contest Start Early Bird openings for many stores ALL Management works Get enough change from bank Remind customers about the Bounceback Coupon which appears on receipts - starting today - redeemable in January 2025 Jingle Bucks and EZ-Cash Contests Begin! 	<p>30</p> <ul style="list-style-type: none"> Str Mgr works No Saturdays off through December 21 Place Greeter Bring brown bag lunch Talk up EXTRA employee discount week Dec. 1 - Dec. 7 Emphasis on Customer Service

THANKSGIVING WEEK

CUSTOMER SERVICE IS KEY TO BIG SALES!

NOTES



December

WEEK 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>1</p> <p>Extra Employee Discount Week Starts</p> <p>Call Customers to collect layaways</p> <p>Payroll- Plan for slower week</p> <p>Change store hours for the week & post sign</p> <p>Tag Line</p>	<p>2</p> <p>Extra Employee Discount Week</p> <p>Check Gift Card Supplies</p> <p>Return aged layaways</p> <p>Meeting about sales and promotions</p>	<p>3</p> <p>Extra Discount Week</p> <p>Suggest gift cards</p> <p>Complete next week's schedule & post</p> <p>Review Holiday Customer Service Policy with staff</p>	<p>4</p> <p>Extra Discount Week</p> <p>Call in hours to DM</p> <p>Re-merchandise</p>	<p>5</p> <p>Extra Discount Week</p> <p>Do you have enough change for weekend?</p> <p>Check new & changed promotions</p> <p>Call customers with layaways</p> <p>Check windows, make sure fully stocked and fresh</p>	<p>6</p> <p>Extra Discount Week</p> <p>Review & file mailpack</p> <p>Post sales for week and amount needed to make week</p> <p>Focus on sales, service, UPT</p>	<p>7</p> <p>Last day of Extra Employee Discount Week</p> <p>No Saturdays off through December 21</p> <p>Place Greeter</p>

TEMPS START PART TIME SCHEDULE

NOTES

December

<p>8 SUNDAY</p>	<p>Change store hours for the week & post sign Tag Line Plan for slower week</p>
<p>9 MONDAY</p>	<p>Check Gift Card Display & Supplies- Order Necessary Supplies and Bags NOW! Get Mall hours for the next several weeks Call customers to pick up Layaways by Monday, December 12</p>
<p>10 TUESDAY</p>	<p>Complete & post next week's schedule Re-emphasize customer service with your associates</p>
<p>11 WEDNESDAY</p>	<p>Call in hours to DM</p>
<p>12 THURSDAY</p>	<p>Do you have enough change for the weekend? Execute promotions & floor plans Check weekend break schedule LAST DAY TO PICKUP LAYAWAYS</p>
<p>13 FRIDAY</p>	<p>Post sale for the week and amount needed to make week Reviews & file mailpack Check new & changed promotions Check displays near register</p>
<p>14 SATURDAY</p>	<p>No Saturdays off through December 21 Place Greeter Focus on sales, service, UPTS Emphasis on Customer Service</p>

TEMPS START PART TIME SCHEDULE

NOTES

December

<p>SUNDAY 15</p> <p>Change store hours for the week & post sign</p> <p>Tag Line</p> <p>Inter - store transfers must receive authorization from the merchandise controller or your RM</p>	<p>MONDAY 16</p> <p>ONLY 2 MORE WEEKS TO CHRISTMAS!!</p> <p>Gift card display well stocked</p> <p>Payroll - Plan 15% up on minimum</p>	<p>TUESDAY 17</p> <p>Complete next week's schedule & post</p> <p>Suggest gift cards</p> <p>Stock up gift table</p>	<p>WEDNESDAY 18</p> <p>Call in hours to DM</p> <p>Suggest gift cards</p> <p>Re-merchandise</p>	<p>THURSDAY 19</p> <p>Check weekend break schedule</p> <p>DO you have enough change for the weekend?</p> <p>Check new & changed promotions</p> <p>Check windows to make sure fully stocked, signed and fresh</p> <p>Associates should suggest items to customers to maximize sales</p>	<p>FRIDAY 20</p> <p>Suggest gift cards</p> <p>Get change for big weekend!</p> <p>Schedule baggers at register</p> <p>Daily huddle- Emphasize Customer Service!</p> <p>Review & file mailpack</p> <p>Post sales for the weekend and amount to make week</p> <p>Management works the weekend</p>	<p>SATURDAY 21</p> <p>Expect BIG Sales THIS WEEKEND!</p> <p>Place Greeter</p> <p>Suggest gift cards</p> <p>Schedule baggers at register</p> <p>Focus on sales, service, UPT</p> <p>Customer Service is the key to BIG sales</p>
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THIS WEEK AND NEXT WEEK, BIGGEST 2 SHOPPING WEEKS OF THE YEAR!

MOTIVATE YOUR EMPLOYEES!

GREAT CUSTOMER SERVICE IS KEY TO MAXIMIZING SALES!!

IS EVERY ASSOCIATE ASKING CUSTOMERS "HOW MAY I HELP YOU?" SUGGESTING OTHER ITEMS TO BUY?

RECOMMENDING GIFT CARDS AS THE PERFECT STOCKING STUFFER GIFT

NOTES

December

WEEK 7

22	SUNDAY	PEAK DAY! Expect BIG sales LAST 3 SHOPPING DAYS BEFORE CHRISTMAS!
23	MONDAY	PEAK SALES DAY- LAST DAYS BEFORE CHRISTMAS!! LATE BIRD CONTEST: STAY OPEN LATE
24	TUESDAY	PEAK SALES DAY- LAST DAY BEFORE CHRISTMAS!!
25	WEDNESDAY	CHRISTMAS DAY
26	THURSDAY	
27	FRIDAY	
28	SATURDAY	PEAK DAY!

NOTES

LAST DAYS OF SHOPPING BEFORE CHRISTMAS!

December - January

<p>SUNDAY</p> <p>29</p> <p>PEAK DAY!</p> <p>LAST SHOPPING DAY BEFORE CHRISTMAS!!</p>	<p>MONDAY</p> <p>30</p>	<p>TUESDAY</p> <p>31</p> <p>Busy day for sales and returns</p> <p>Make sure you are staffed for the day</p>	<p>WEDNESDAY</p> <p>1</p> <p>NEW YEARS DAY</p>	<p>THURSDAY</p> <p>2</p>	<p>FRIDAY</p> <p>3</p> <p>Take down Holiday returns policy sign and Holiday sign package</p>	<p>SATURDAY</p> <p>4</p>
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NOTES

HAPPY NEW YEAR!

THANK YOU TO YOUR TEAM FOR YOUR HARD WORK!

On January 7, 2025, Return extra Petty Cash to Register.

HOLIDAY CONTACT LIST

<u>Issue</u>	<u>Extension/Contact</u>
Register/Computer Problems*	4490
Supply Issues	4273
Signage Issues	4470
Payroll Issues	4283
Mail Pack Issues	4214
Accidents - Employee or Customer	4457
Benefit Issues	4242
Payroll Control	4292
Store Maintenance Issues	4232
Unemployment Issues	4662
Legal Issues/Employee Relations Issues	4252/4413
Training- www.RAINBOWSHOPSONLINE.COM/LEARNING	4242
Theft / LP Issues	RLPM
Cash Pickup / Alarm Issues	4343
Over/Short/Shipment/FedEx/UPS Issues	4334/4288
Deposit Issues	4226/4443
Sales Audit Issues	4287/4473
Merchandising / Inventory Level Issues Leave	DM
Issues/FMLA	4457

*** For register problems: IF THERE IS NO ANSWER ON EXT. 4490, E-MAIL ALLEN BRUNETTE, KEVIN DUFFY OR LARRY KATZ IN THE COMPUTER DEPARTMENT!!**

Holiday Season 2024-2025- Important Dates

Holiday Sign Package Goes Up	Week of 11/17
Extra Petty Cash Taken Out Of Register	11/19
Holiday Music Starts	11/24
Extended Hours Start	11/24
Holiday Return Policy Sign Posted At Closing Time	11/27
Thanksgiving Day (some stores open-Sales Contest for open stores)	11/28
'BLACK FRIDAY" - BIG SALES DAY	11/29
Bounceback Coupon on Receipts (redeemable in January 2025)	11/29 - 12/25
Holiday Sales Contests Start	11/28
Employee Extra Discount Week	12/1 to 12/7
Final Pickup of Layaways	12/12
LAST WEEKEND/SHOPPING DAYS BEFORE CHRISTMAS	12/21 to 12/24
Christmas Day (some stores open-Sales Contest for open stores)	12/25
Holiday Return Sign To Be Taken Down	12/26
Holiday Sales Contests End	12/30
Extra Petty Cash Added Back To Register*	1/7/2025
Bounceback Coupon Redemption Period	1/2 - 1/25/2025