

Black Friday

- History:
 - Black Friday has been regarded as the beginning of the holiday shopping season since the 1950's
 - The reason Thanksgiving is now the 4th Thursday of November instead of the "last" Thursday is because in some years, Thanksgiving would come a week earlier and would mess up retailers advertising campaigns.
 - To correct this, FDR changed the date of Thanksgiving, allowing Black Friday to become the unofficial start of the holiday shopping season
 - Black Friday is called as such because traditional retailers would begin to make a profit after Thanksgiving due to the holiday shopping season and therefore their accounting books would move "out of the red" and into "the black"
- Doorcrasher: a marketing tactic used by retail stores to attract customers to their stores and increase sales
 - For a door crasher sale, a retailer will advertise a popular item on sale for a discount for a limited time. This will attract consumers to the store looking to buy that product but the retailer only offers a limited amount of those products on sale. That way people who buy the product can also continue shopping since they are already in the store, but those who were unable to buy the advertised product still have the mindset to buy something and will continue shopping for other products often not on sale.
 - This tactic is often used by retailers on Black Friday
- Bait and Switch: When a retailer offers a very limited amount of a product at an extreme discount with the intent of selling a similar product at full price.
 - This practice is illegal in most places but is still widely used when retailers simply advertise how much of the product they will offer at the low price.
 - This is a more severe version of the door crasher sale.
- Markdowns: When a retailer lowers the price on some of the products, cutting into or removing the initial markup they placed on the product to make a profit.
 - Markdowns are widely used during Black Friday by retailers so they can sell off their remaining inventory and make room for next years products

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- Sometimes retailers will offer products that aren't selling well at a high markdown just to get rid of the inventory, and right the product off as a loss

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