



# UJAMAA GRANDMAS

2019 WHAT SELLS - HEADS & FINGERS, KNEES & TOES.

In 2019, there were 440 items in this product line and 242 of those items were sold. After the sale 60 items were donated and 138 items were held for 2020. By far the best sellers were in the mittens, hats and socks - 89% of this inventory's revenue was from sales of these products.

## STRONG SELLERS:

Mittens - 80% of the mitten inventory was sold.

- ALL of the sewn woollen mittens and the specialty knit mittens were sold. More could have been sold. These products were priced in the \$40 to \$50 range so are clearly a great product for us to carry.
- 75% of thrummed, Newfie mitts, felted and plain wool knit mittens sold.

Hats - 50% of hats sold but with twice the inventory of other products in this category, this was a substantial percentage of total revenue.

- Well done colourwork with fur or fluffy pom poms sold quickly.
- Warm hats with ear coverage sold well.
- Soft wool and wool/acrylic blends sell better.
- Well made neutral-coloured toques also sell.

Scrunchies - sold 17 of 26. Sleep masks - small number but sold well

## SLOWER SALES:

Slippers - sold about half but this is still an important item to carry.

Headbands - sold less than half. This product popularity varies widely by year. Narrow headbands did not sell well.

Clothing - But clothing that adapts to multiple sizes ( one size fits many ) sells well.

## THINGS TO WATCH

- Mittens with a gauge that is very loose and/or mittens with holes do not sell well.
- Lighter-weight mittens sell but customers are still looking for wind protection so recommend using a tighter than ball band gauge.
- Hats that are too tight and too loose did not sell. Ribbing needs to be stretchy but snug - use cast on/cast off recommended for sock ribbing for best results.