

POS School Store Marketing Contest

The Wildcat Cafe

El Dorado High School

El Dorado, AR 71730

Teacher: Jackie Phillips

Students: Ruby Aguilar, Ramiyah Miller, American Ramos, Adian Waldrof, Kaylie Williams, Brynne Edwards

Submitted May 2022

The Wildcat Cafe is a School Based Enterprise for the Small Business Operation Class at El Dorado High School in El Dorado, AR and all students are encouraged to join DECA, (Distributive Educational Clubs of America, Marketing Students). DECA receives all profits from The Wildcat Cafe for student members to attend State and National Conferences throughout the school year. This school year we are proud to show that we have worked hard with our advisor Mrs. Jackie Phillips to provide better awareness and opportunities to our customers. For the Marketing Contest we were successful in three key areas: Announcements and Video Commercials, Partner with Groups, and Credit Card Payments increasing sales 30%.

At the Cafe we have implemented several exciting things this school year. To start the new semester in January we transitioned to a new database and point of sale system to accept debit and credit card purchases. We saw a need from our customers and we worked with our Advisor, our Principal, our Administrative Offices, our Superintendent, our Financial Officer, and our Perkins Coordinator to meet the demand of our customers wanting a digital way to pay for their purchases. Not only did we get approval for one new main point of sale system we also got approval for a secondary point of sale system that is portable and can be taken offsite. The transition took place during the semester break and The Wildcat Cafe got back up and running mid January. Students on both sides of the counter have been so excited to be able to pay for their purchases with their cash app cards, apple pay cards, debit or credit cards.

The next thing that was implemented was creating some public relation announcements to promote awareness for the new point of sale system and the digital payment capabilities. Due to processing digital payment fees we decided as a class that our most popular items needed to have a price increase to compensate for the new fees. We also decided to add in a button to charge an extra 25 cents to any customer's order that was not \$5 as a way to offset the new fees as well. A new paint menu board was created to show the price increases and pictures were taken and submitted to our social media coordinator. A picture was also taken and submitted to the social media coordinator of our very first customer that took advantage of our new payment methods. The first customer coincidentally is a former Small Business Operation Class student and she replied "That is awesome that I can use my card now, wish we had that when I worked up here!"

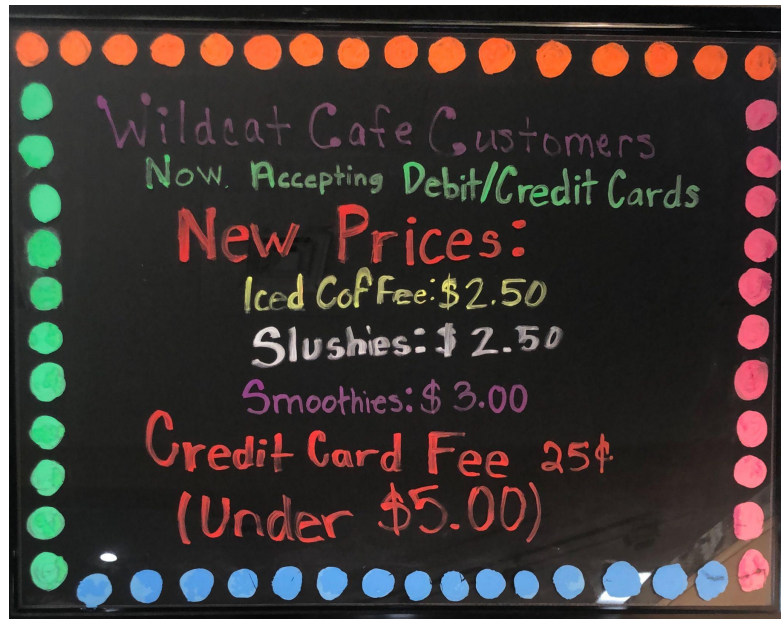
The Wildcat Cafe has also partnered with other Career and Technical Programs of Study and Student Organizations such as DECA, Future Business leaders of America, FFA, HOSA and FCCLA to host a CTE Showcase evening. The Wildcat Cafe provided drinks and

refreshments for local community dignitaries and local stakeholders for El Dorado High School such as parents, students, teachers, administrators, and local businesses. After walking through demonstration booths for all classes and programs, tours throughout the building were held ending at The Wildcat Cafe for refreshments and a Q and A session. So many local partners and dignitaries said “I had no idea that EHS had a Cafe and taking cards is great for today’s digital world!”

The last item is our success with sales implementing digital payment capabilities. In the graphs provided sales were increased when comparing first semester to second semester so far by \$569.25. Forecasting sales for the next two weeks, we are projecting \$1000 more in sales before The Wildcat Cafe is closed for the summer break. That will increase overall sales to \$1569.25 which is very close to a 30% increase. An exact 30% increase would be \$1572.23. While we may not make the exact 30% we would like to explain that this semester we were closed an entire week in April for the SBE DECA students to attend the International Career and Development Conference where they competed in the SBE Competition since The Wildcat Cafe met all requirements was recognized as an outstanding Gold Level SBE throughout the school year. If The Cafe had been open that week the sales would have been over a 30% increase.

Thank you for taking time to read our Marketing Successes Stories for the 2021-2022 school year for The Wildcat Cafe for El Dorado High School. We appreciate all of your continued support through the years. All documentation is included below.

Respectfully Submitted by Student Co-Managers Ramiyah Miller and Rubi Aguilar





Newest Truck – Tony Vartenian



Cleanest Truck



Oldest Truck



Newest Truck



DECA STATE COMPETITION

EHS DECA Members competed at Arkansas State Competition SCDC in Springdale. Everyone got on stage, received certificates for their events, everyone is bringing home medallions, and several placed in top 3 in the state to be eligible for Nationals ICDC in Atlanta in April.

Group Photo (left to right): Alex Hernandez, Kennedy Nixon, Rubi Aguilar, Keylei Howard, Summer Smith, Ramiyah Miller

Results:
Summer Smith and Ramiyah Miller | Team Decision Making Financial Services 2nd Place
Rubi Aguilar | Individual Series Restaurant and Food Service Management 2nd Place



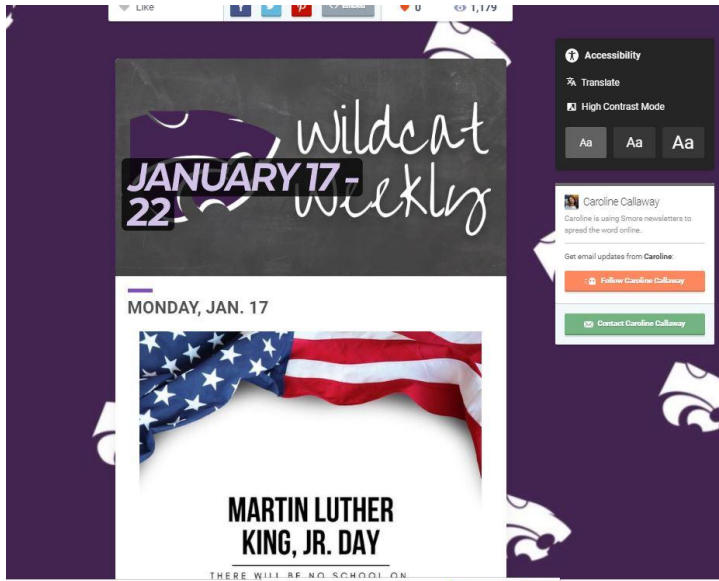
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Rubi Aguilar | Individual Series Restaurant and Food Service Management 2nd Place
Keylei Howard | Individual Series Quick Serve Restaurant Management 3rd Place
Kennedy Nixon | Individual Series Retail Merchandising
Alex Hernandez | Individual Series Hotel Lodging Management





The Wildcat Cafe is open and accepting debit cards!

After a lot of delays The Wildcat Cafe is back in business with updated equipment! The Wildcat Cafe has been waiting on this new type of payment capability for a really long time! We are so excited and thrilled!! Not only do we have new payment capabilities but we also added in another terminal. So we have two open terminals now to wait on customers faster.

While this certainly makes it easier for students and staff to pay, we must inform everyone that prices have gone up due to this new capability as well as the current trend in increasing costs of everything.

Additionally, if someone makes a purchase at the Wildcat Cafe and the total price is less than \$5, there will be a 25 cent extra charge.

We're excited to be back up and running! Come see us in the mornings and afternoons!

Art Students Practice Floor Knitting and Weaving

smore Beautiful and easy to use newsletters. Log In

MONDAY, JANUARY 17, 2022

El Dorado
CLUBS NETWORK

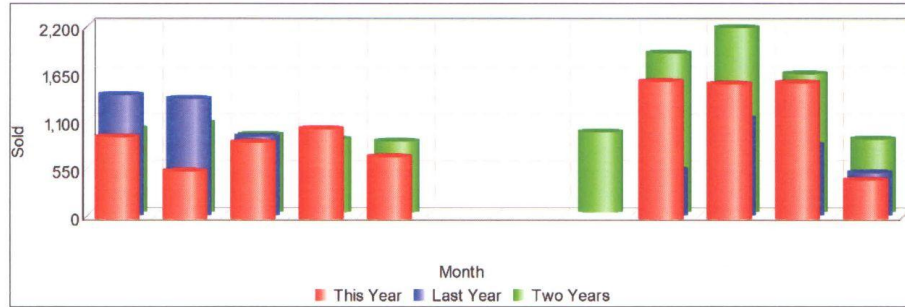
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Monthly Sales Summary

Confidential



Date	This Year	Last Year	Two Years Ago
January	962.50	1,409.50	977.75
February	565.00	1,364.50	1,048.50
March	901.50	926.50	911.00
April	1,059.25	0.00	860.00
May	736.75	0.00	830.25
June	0.00	0.00	0.00
July	0.00	0.00	0.00
August	0.00	0.00	941.75
September	1,606.25	543.25	1,855.00
October	1,579.50	1,138.50	2,150.25
November	1,592.25	831.50	1,614.25
December	462.75	505.75	860.00

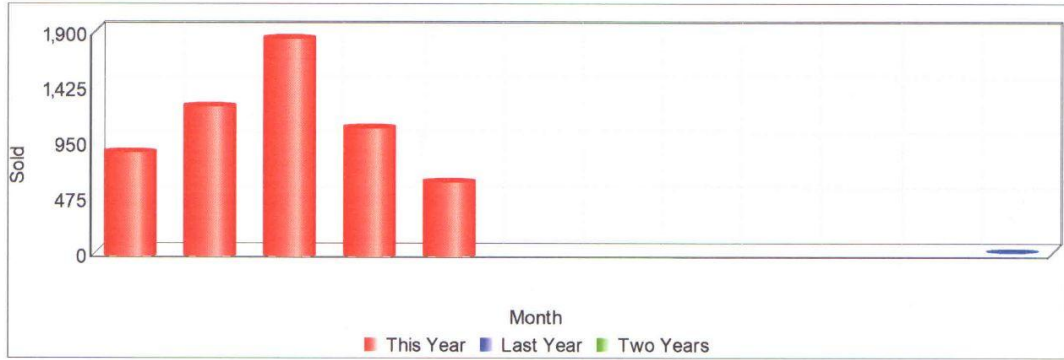
FALL
2021

Totals: 9,465.75 6,719.50 12,048.75

Fall Total \$5240.75

Monthly Sales Summary

Confidential



Date	This Year	Last Year	Two Years Ago
January	897.50	0.00	0.00
February	1,289.50	0.00	0.00
March	1,872.50	0.00	0.00
April	1,107.75	0.00	0.00
May	642.75	0.00	0.00
June	0.00	0.00	0.00
July	0.00	0.00	0.00
August	0.00	0.00	0.00
September	0.00	0.00	0.00
October	0.00	0.00	0.00
November	0.00	0.00	0.00
December	0.00	0.73	0.00
Totals:	5,810.00	0.73	0.00

Spring
2022

Daily Sales Summary

Date	Qty	Sales	Cost	Profit	Margin	Returns	Sales>Returns onth To Dat
5/06/2022	35	91.75	39.81	51.94	56.61	0.00	91.75 411.50
5/04/2022	21	71.00	27.01	43.99	61.96	0.00	71.00 319.75
5/03/2022	46	133.50	56.40	77.10	57.75	0.00	133.50 248.75
5/02/2022	39	115.25	48.84	66.41	57.62	0.00	115.25 115.25