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School: Heritage High School, Vancouver WA

Teachers: Erica Johnson, Andrea Beauchamp

We created a flyer to post up around the school, it promoted our drink and showed the price and flavors of the drink. We also promoted the flyer and the drink on our personal social media accounts and used personal selling at the register.

Our goal was to increase the amount of vampires sold by launching a new flavor combo that would intrigue people and draw them to the store. We didn't have an end date to our goal because we are continuing to offer the drink and we see no reason to get rid of it, especially because it continues to be a hot item at our store.

POS report from the week before our drink launched: 190 vampires sold

POS report from the week after our drink launched: 112 vampires sold

This shows that we didn't reach our initial goal however there were some factors that played into that. The first being, the week after our drink launched we only had a 4 day week and the week before our drink launched was a hot week, very above average for our store. We did sell a lot of nerds vampires when they first launched however we cannot gather data for the exact drink sold. In the future, we would like to have flavor buttons on our register to gather data on which flavors sell the most. Regardless, the drink is still a favorite at our store and we believe that it has brought more sales to our store.

NEW VAMPIRE



AT THE STUDENT STORE!

lime + raspberry
comes with nerds!!

available starting Feb. 15th

\$4

Sales Report By Department

Confidential

Wolf Den Cafe

From 2/07/2022 12:00 AM

Division:

To 2/11/2022 11:59 PM

Department Summary

Department	Category	Total Quantity	Total Cost	Total Price	Total Disc.	Net Total Price	Average Price	% Of Sales
BEVERAGES COLD		481.00	1,122.36	1,196.85	0.00	1,196.85	2.49	100.00%
	Flavored Sierra Mist	50.000	23.81	101.00	0.00	101.00	2.00	8.44%
	Fruit Infused Water	5.000	4.81	6.21	0.00	6.21	1.24	0.52%
	Iced Latte & Mochas	7.000	5.71	24.51	0.00	24.51	3.50	2.05%
	Smoothies & Floats	106.000	721.95	212.00	0.00	212.00	2.00	17.71%
	Soda Pop	55.000	37.31	73.51	0.00	73.51	1.34	6.14%
	Sport & Energy Drink	28.000	34.71	68.00	0.00	68.00	2.43	5.68%
	Tea Wolf	7.000	6.01	14.00	0.00	14.00	2.00	1.17%
	Vampire	190.000	267.41	666.10	0.00	666.10	3.51	55.65%
	Water	33.000	19.61	31.50	0.00	31.50	0.95	2.63%
Totals:		481.00	1,122.36	1,196.85	0.00	1,196.85		
Less Line Discounts:					-	0.00		
Less Trade-Ins:					-	0.00		
						Total:		1,196.85

Sales Report By Department

Confidential

Wolf Den Cafe

From 2/21/2022 12:00 AM

Division:

To 2/25/2022 11:59 PM

Department Summary

Department	Category	Total Quantity	Total Cost	Total Price	Total Disc.	Net Total Price	Average Price	% Of Sales
BEVERAGES COLD		292.00	550.01	754.00	0.00	754.00	2.58	100.00%
	Flavored Sierra Mist	50.000	27.51	100.00	0.00	100.00	2.00	13.26%
	Fruit Infused Water	3.000	2.81	3.71	0.00	3.71	1.24	0.50%
	Iced Latte & Mochas	11.000	9.01	38.51	0.00	38.51	3.50	5.11%
	Smoothies & Floats	39.000	224.41	78.00	0.00	78.00	2.00	10.34%
	Soda Pop	19.000	13.81	26.50	0.00	26.50	1.39	3.51%
	Sport & Energy Drink	40.000	104.71	96.00	0.00	96.00	2.40	12.73%
	Tea Wolf	3.000	2.61	6.00	0.00	6.00	2.00	0.80%
	Vampire	112.000	157.61	391.80	0.00	391.80	3.50	51.96%
	Water	15.000	7.01	13.50	0.00	13.50	0.90	1.79%
Totals:		292.00	550.01	754.00	0.00	754.00		
Less Line Discounts:					-	0.00		
Less Trade-Ins:					-	0.00		
						Total:		754.00