

Here at Heritage High School, Me(Katelynn house) and Natalie De Orta decided to create and promote Rockstar smoothies that we believed tasted better, and know has a better price. To do this we first made the drink and a poster that we put up around our school, especially along the outside of our student store so that its something to consider while waiting in line. We also put it on the TV's around the cafeteria and posted it on our student store official website.

Ms. B the student store director gave me the following POS report for all types of smoothies we sold, which share the same button on the register.

January 15-february 14= 337 smoothies, and February-march 15= 250

A month before selling rockstar smoothies, between January 15 to February 14, the student store sold approximately 337 smoothies. The month after, from February 15 to March 15 there was only 250 smoothies sold. There could be many factors on why the smoothies didnt sell as well, some include weather, people are inclined to go outside when theres sun. During the second half there was more sun. Another reason could be that the rockstar smoothies were not to the taste of the people who tried it. We also have lots of other drink and many were introduced at the same time. But even if those were true we still couldve reached more students if we had did a little more promoting.

Below is the math explainig the cost of what each ingredient costs to put in the smoothie and the return you receive. On the next page we have the poster we put up around the school and online.

1oz rockstar = 10c

6oz smoothie mix = \$1.30

12oz smoothie mix = \$2.60

Small rockstar soothie = 3oz rockstar = 30c + 3oz smoothie mix = 75c = \$1.05

Price = \$2.00

Return = \$95c

Large rockstar smoothie = 6oz rockstar = 60c + 6oz smoothie mix = \$1.30 = \$1.90

Price = \$4.00

Return= \$2.10

Small normal smoothie= 6oz smoothie mix = \$1.30

Price = \$2.00

Return = 70c

Large normal smoothie = 12oz smoothie mix = \$2.60

Price = \$4.00

Return = \$1.40

ROCKSTAR SHOTS SMOOTHIES

Small: \$2.00

Large: \$4.00

Same prices but better!



Only at the
student store