



School Store Project Summary

Mrs. DiTullio's Principles of Marketing Class
Lockport, New York
March/April 2022



Products Chosen:

- We decided to sell breakfast pizza in the morning periods, regular pizza after school, and have ice cream bars available throughout the week.
- We bought 8 breakfast pizzas, 2 regular pizzas, and 200 ice cream bars
- Ice cream bars were bought for \$2 and sold for \$3 each. The pizzas were about \$35 each, and we sold slices for \$2.50.
- We also offered a combo deal for a slice of pizza and an ice cream bar for \$5

Products Chosen:

Cinnamon Rolls (\$3.00)

Danishes (\$1.50)

Kool Aid (2 for \$1 or 75 cents for one)

Yoohoo Milk (2 for \$1 or 75 cents for one)

Chocolate Chip and Confetti Little Bites (\$1)

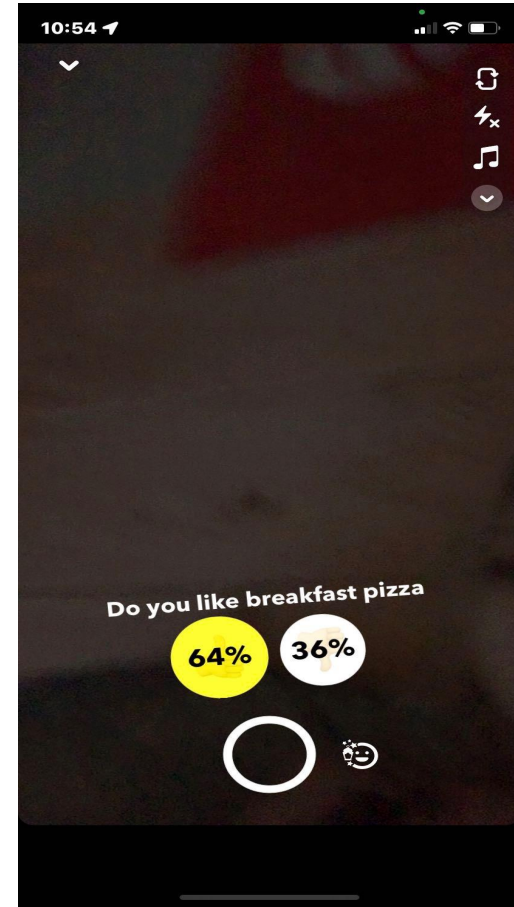


Advertising

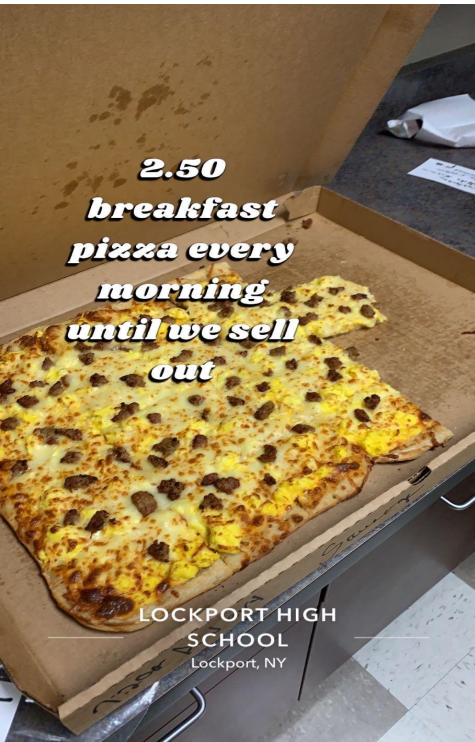
We used multiple different ways to advertise our products and increase sales.

To the right is a poll we used before to determine interest in selling breakfast pizza.

To the left is a poster we put up all around school, and featured on the morning announcements.



We also all posted these on our social medias throughout the week



The Various Marketing Ideas:

New Product Announcements:

We decided to market several pastries and drinks because everyone loves a good sweet from time to time.

Signage:

Bulletin/ Wipe Boards which labeled the various products were displayed in the store as well as posters of our chocolate milk, which were taped around the school.

The Various Marketing Ideas (Continued):

Merchandising:

Our cinnamon rolls were displayed in the box they were shipped in, as well as being equipped with prongs to avoid contaminating a customer's order.

Danishes were sealed and placed in rattan bowls as an aesthetic.

Kool Aid/ Yoo-hoo Milk were labeled as "2 for \$1" allowing customers to get an extra drink all at the cost of one dollar.

Social Media Marketing

We all posted the original flyer as well as daily updates on all of our social media stories. Kids check these all the time so doing this definitely increased our sales much more than they originally would have.

Signage

We posted the main flyer all around the school at the beginning of the week, at classrooms, the lunchroom, common student areas, to make sure we got the most interest possible. This would also help anyone who missed the social media post

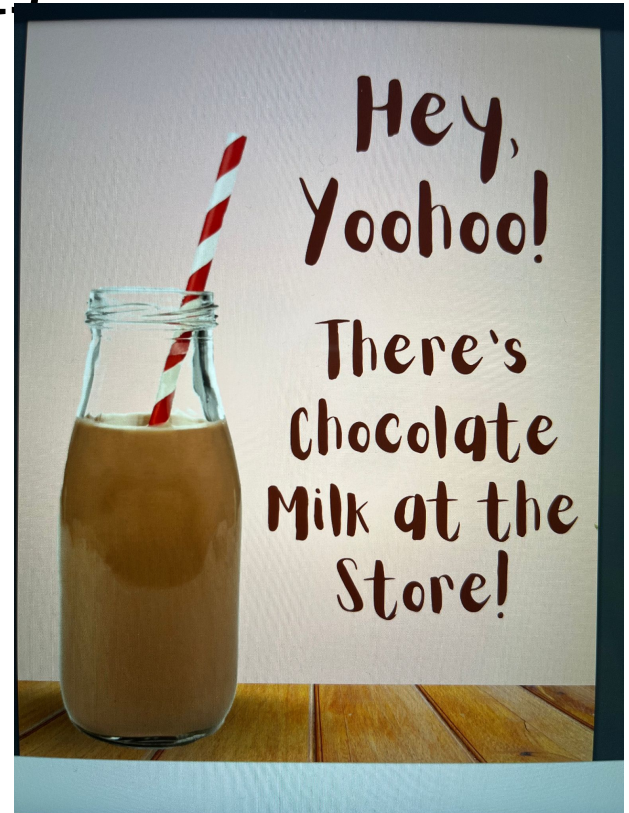
Announcements & Video Commercials

Every morning our flyer was read off on the school's morning announcements. This gave everyone an audio reminder as well as a visual in the poster.

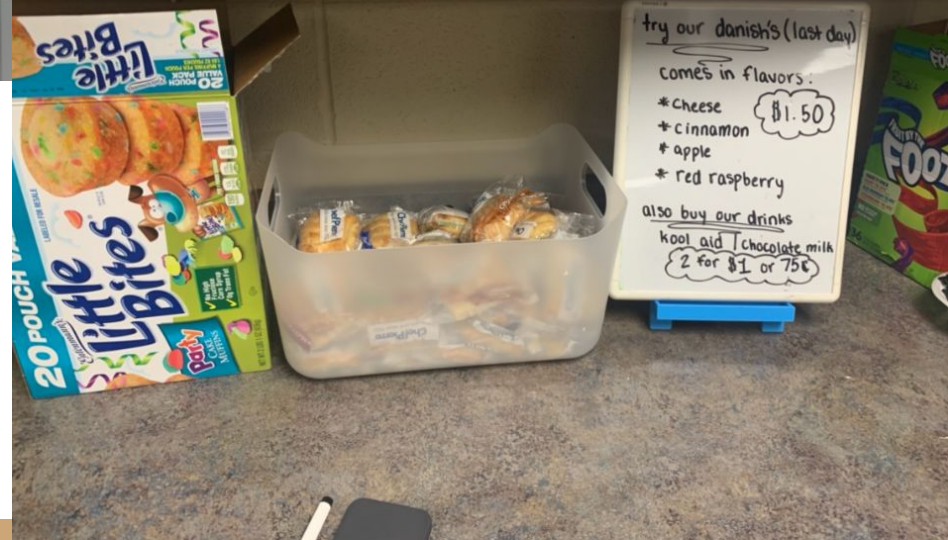
Combo Deal

We decided to include a combo deal of both our products, pizza and ice cream, at a cheaper price. This not only allowed us to sell more products than normally, we also brought in more profit from our increased sales.

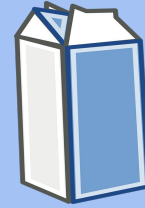
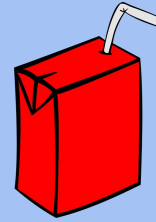
Examples of posters and adverts



The set up for our products:



KOOL AID/ YOOHOO CHOCOLATE MILK- 2 FOR \$1



SCHOOL STORE LAST DAY SALE ITEMS!!!



CINNAMON ROLLS- \$3

DANISHES SOLD IN FLAVORS CHEESE, RED RASPBERRY,
CINNAMON, OR APPLE- \$1.50 EACH



LITTLE BITES- \$1

Posted on the announcements
for last day

Result of Advertisement

- **Social Media Marketing** - Gave us a good idea of what people will like. (tim hortons donuts vs. cinnamon rolls)
- **Signage** - lots of people were talking about it and people were also telling their friends about the sale. Dry erase board outside of school store sharing what is for sale for our project.
- **Mixed and matched** - Kool-Aid and the YooHoo chocolate milk. (2 for 1 or 75 cents each)

Expenses and Profit

In a two-week time, we made a \$786.85 profit.

*We used the touch screen buttons on our POS machines as well as some miscellaneous menu items to keep track of our profits. We used the scanner and SKU for the individually wrapped items.

Unfortunately, we cannot do some of these items on a regular basis, but enjoyed the change and experience of adding some variety to our store.