

## Café de Warrior - Marketing Activities



School: High School for the Arts & Technology

Teacher: Cheryl Dunn

Students: Ndudi I., CEO

M. Thompson

Jamara H.

Lucky S.

Cobi O.

Kaila L.

Niah D.

Dajhani T.

Nia L.

Naya F.

Milana K.

Laron S.

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The Warriors Den of Southfield High School for the Arts & Technology started a Coffee shop called Cafe' de Warrior. It all started during Covid when the school was virtual. Students enrolled in the Store Operations class, wrote a business plan to start a coffee shop. Ms. Dunn, the teacher, took picture of the space that was formerly utilized as a Print Shop. Students used the pictures to design the space and complete a written plan. One of the students, N. Ilichie was enrolled in Store Operations during her senior year, acted as the CEO. During it's inception, students serviced staff Monday-Friday and students Tuesday-Friday during the "Seminar" hour.

An [order form](#) was sent out to staff daily for them to place their orders. Student workers would wear staff shirt and deliver to teacher on a daily basis. Student workers also work apron which adorned the staff logo so that customers would recognize them as employees.

A [menu](#) was posted and printed for students to place their orders on a daily basis. We had several announcements letting the staff and students know about the offerings at Cafe' de Warrior. The first day or orders taking place totalled \$15 in sales. The last day that orders were taken, the cafe' had over \$200 in sales.

Some of the marketing efforts that were implemented in the Cafe' included the following:

- St. Patrick's Day: gold coins were placed around the building and students were found them, received, 10% off of their purchase.



- Easter: Eggs were hidden around the building with coupons inside of them ranging from 5% - 20% off
- Class of 2022 - Advice to underclassmen: Seniors were encouraged to leave advise to underclassmen and receive 22% off of their purchases.
- Samples were given to students of the Plant Based Breakfast Sandwich.

