

IBeam 2: Leah Pena, Riley Barton, Morgen Newman, Logan Perreault, Giovanni Green and Jenish Patel

Advisor/Teacher: Desi Brown

With our promotion, the *Topper Shoppe Christmas Stop*, we have set a goal to increase our new merchandise sales and our foot traffic, while also spreading some holiday cheer throughout our small school.

Our Promotion:

With the new merchandise we have recently added to our school store, we designed our promotion to help increase the sales of our merchandise. Our promotion requires customers to purchase a piece of our merchandise, that has a minimum value of \$25, to be able to open a slot on the advent calendar. The inside of one of the slots on the advent calendar has an ornament that the customer will then have to match to one of our Christmas baskets that they get to take home! Some of our Christmas baskets include; Candy & Snacks, A Portable Charger, A Mug, Fuzzy Socks/ Blanket, And Even a 40 oz Stanley Cup!

Who are We?

The Topper Shoppe is a school store located in our small school in Somersworth New Hampshire. It is mostly run by seniors who decide to take the opportunity to interact with our school and all the students, teachers and leaders in it. We take the time when the Topper Shoppe is open to include asking customers their opinions on merchandise and feedback on certain special foods the Topper Shoppe provides. Also things we can do to make the Topper Shoppe more welcoming and more exciting to be in, and to especially make students feel more comfortable around upperclassmen and everyone around them. Go Toppers!!



