

The Shorian Shop

2023 Holiday Marketing

PHOTOS WITH
SANTA



Help sick kids!

Donate a dollar to take a picture with santa!



Saint Judes foundation

Students: Jack, Jacob, Gage, Tommy, and Isaac

In the true Spirit of the Holidays, my students decided to do a **fundraiser for St. Jude's Hospital for Children**. They called their fundraiser "Selfies with Santa" and people who wanted to donate could snap a selfie with a student dressed as Santa for \$1.00, and post them on social media. Students at the cash register also asked people to donate their change. The fundraiser was announced on School video announcements and publicized on social media. The students tracked donations by grade, and the grade that donated the most won free popcorn and slushies and a one student in that grade received a \$10 gift card to the Shorian Shop. (Winners drawn at random by school administrators.) Students raised a total of \$ 100.33 for St. Jude's.





Rectangular Snip

PICTURES WITH SANTA

12-22
DECEMBER

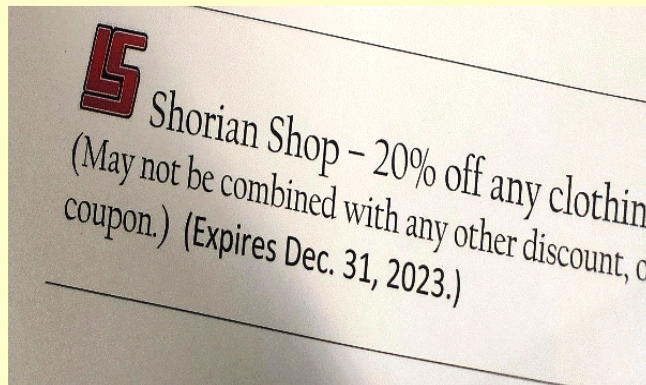
ALL PROFITS
GO TO
ST. JUDE'S
FOUNDATION
(ONLY \$1)

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Students: Sydney and Isaac

Holiday Promotion - Store shoppers could draw a coupon from Santa's hat and get whatever discount was on the coupon (5% - 20%). Some coupons also were for free popcorn or free slushies from the store, with a \$10 or more purchase.



WITH
PURCHASE
DRAW FROM
THE SANTA HAT
TO GET A
MYSTERY % OFF
OF YOUR
PURCHASE



The Shorian Shop 2023 Holiday Marketing

Students: Ava P. and Jersey B

Holiday display case



The Shorian Shop 2023 Holiday Marketing

Students: Aaliyah, Keith, Caitlynn, and Tommy

New Marketing Idea - Holiday Gift Guide - posted on social media, sent home in communications to parents in the district, and posted on social media.

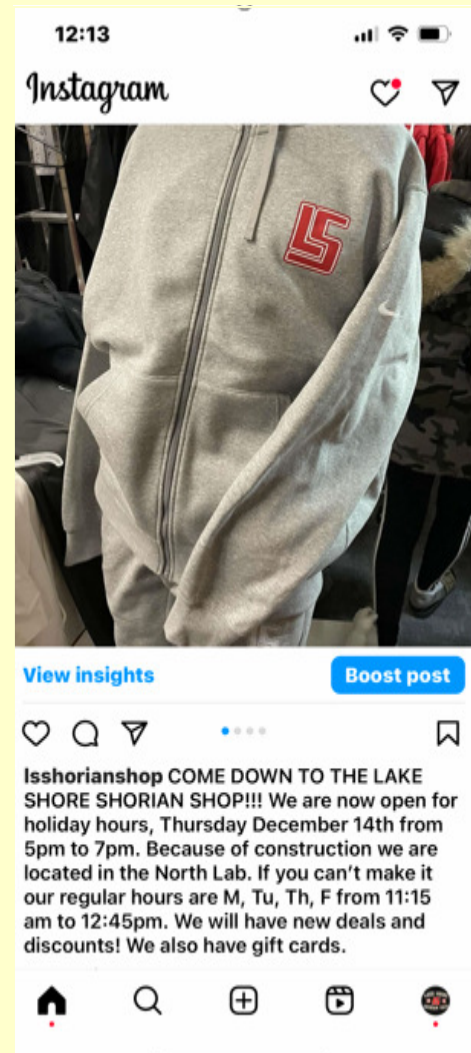
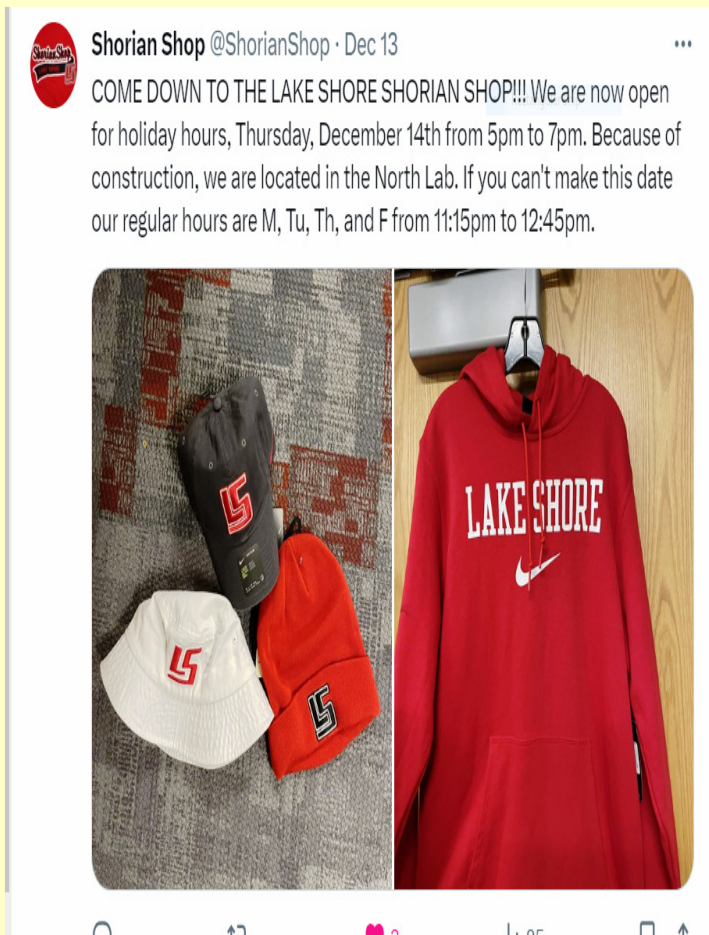


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Students: Grace V., Mia F.

Holiday Special Event - Evening Hours Posters and Social Media Posts (Face Book, Twitter/ X, and Instagram)



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Financial Analysis with School POS

This has been a tough year for my students - the Shorian Shop is under construction, so we have a temporary location in my classroom, which is a computer lab. Because it is a computer lab, we have very little flexibility to move furniture around or create additional space. Some shoppers can't find us because our location is not as accessible as our permanent location. Nevertheless, my students wanted to enter the Holiday Marketing Contest. They strategically raised some prices and tried to highlight merchandise with the highest margins.

As a result, our net profit for **December 2023 was \$1,634.57, compared to our December 2022 net profit of \$1,344.47. That is an increase of \$290.10, or 22%!**

My students know that net profit is really more important than total sales. So even though our total sales were down, net profit increased! In addition, my students are giving back to the community, in true holiday spirit, by raising over \$100 (\$100.33) to donate to St. Jude's Children's Research Hospital. Please see attached reports.

Jan Radlick, Business & CTE Teacher & Shorian Shop Advisor

Lake Shore High School

Date	Month		
	This Year	Last Year	Two Years
January	3,267.15	2,936.68	1,201.11
February	1,790.45	2,646.09	1,148.11
March	3,251.18	3,779.43	2,225.26
April	3,029.82	1,930.41	869.65
May	2,911.68	3,480.18	1,729.19
June	2.00	89.02	229.20
July	0.00	0.00	0.00
August	0.00	0.00	0.00
September	1,492.09	2,352.84	2,530.45
October	5,829.28	5,332.03	4,747.81
November	2,291.38	3,306.56	4,052.54
December	2,820.71	3,464.72	1,985.24
Totals:	26,685.74	29,317.96	20,718.56