

## School Store/Cafe POS System Holiday Marketing Contest Entry

Our information:

Monticello High School

The Happy Goat Store

Mrs. Amanda Carpenter

Students:

Mykeshia Allen & Nashyia Smith

Our marketing campaign was to increase our customers' knowledge of our gift cards. We did this by putting this notice out at our new store location in our new Billies Arena. Our overall sales increased a great deal due to our new store location but we did sell at least five more cards to the public than we did last year at this time. Beside having these available at our sales counter. We also posted a picture of them on our FB page to encourage sale. We also included a copy of a report that compares our sales for each month over the last couple of years.







Billies Spirit



Posts

Photos

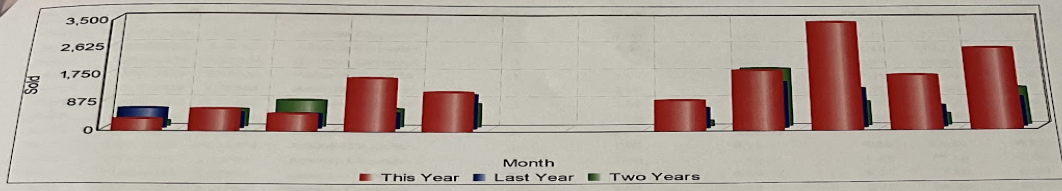
Videos

Dec 10



### Monthly Sales Summary

*Confidential*



| Date           | This Year        | Last Year       | Two Years Ago   |
|----------------|------------------|-----------------|-----------------|
| January        | 360.25           | 620.25          | 172.00          |
| February       | 666.00           | 499.00          | 526.00          |
| March          | 522.00           | 456.00          | 807.50          |
| April          | 1,638.00         | 493.00          | 554.50          |
| May            | 1,209.50         | 1,066.45        | 721.00          |
| June           | 0.00             | 0.00            | 0.00            |
| July           | 0.00             | 0.00            | 0.00            |
| August         | 937.50           | 631.00          | 180.00          |
| September      | 1,885.75         | 1,443.25        | 1,813.25        |
| October        | 3,464.50         | 1,244.75        | 758.50          |
| November       | 1,740.75         | 701.00          | 376.00          |
| December       | 2,617.25         | 949.75          | 1,194.00        |
| <b>Totals:</b> | <b>15,041.50</b> | <b>8,104.45</b> | <b>7,102.75</b> |