

POS Marketing Contest

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and Kianna Amador

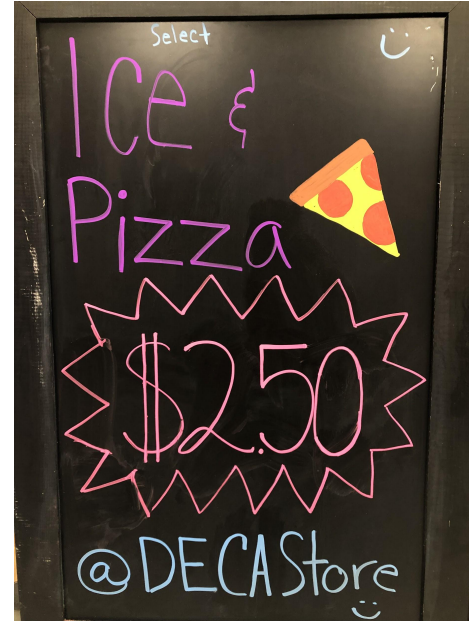
About us

Our store is usually open every morning to sell drinks. Our store is also completely open during lunches on Tuesday - Friday. We are closed on Mondays so that we have a day to deep clean everything as well as complete inventory and restock so that our store appearance and readiness is on point. Before this contest, we were almost never active on our social medias and didn't communicate with the customers through forms other than face to face.



Combo Deals: Pizza + Ice Chips + Kickstarts

We want to increase the sales of some of our products that have not been selling as much such as the sparkling ice drinks or the chips. Our store offers a large variety of different drinks and foods so by creating combo deals we can entice buyers to purchase both of these products. Also, by doing this we can persuade customers to purchase something new that they may have not tried before. We hope that these deals will result in an increase in these products sales.



Drink Punch Cards

We want to increase our espresso sales and within our own community, we have seen how successful these punch cards can be for coffee stands.

Customers can pick up a punch card from our store and start earning stamps to get a free drink once they've gotten all 10 stamps. Each of the drinks that a stamp is given for must be over \$2 and the free drink must be under \$4. We also had our advisor sign the back of each card to prevent students from making copies of the cards. We hope by doing this we can create more traffic into our espresso department and give customers an incentive to keep coming back.



Instagram Discount



When a customer comes to one of the cash registers to purchase an item they can show us our Instagram page. If they are followed to us, have liked our most recent post, and have participated in our most recent polls then we will give them a 25 or 50 cent discount on their purchase. A 25 cent discount would be given to purchases under \$5 and a 50 cent discount would be given to a purchase of \$5 or more.

This gives us a greater sample group of people for when we post polls about how our products and services are doing.



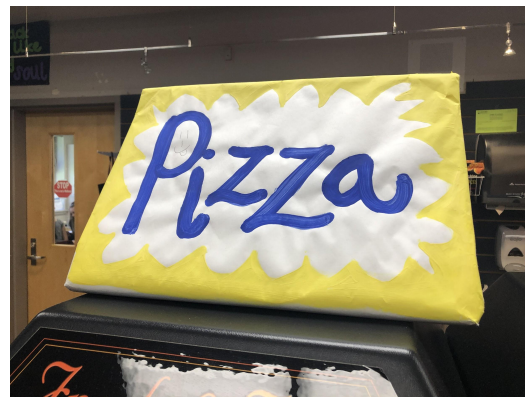
Free Samples

Our espresso team often makes free samples of some of our drinks to give out to people to try. By doing this, we can get people to want to buy the actual full sizes of these drinks after trying them. This way, our customers can get a taste of what they would be purchasing. Previously, we've also done free samples of our froyo after we first got the froyo machine. This helped us get the word out about our new product and brings attention to our store and the products we offer.



Signage

In our store, we provide signs to ensure that our customers know exactly what we offer and when our products are available. For instance, our pizza sign also has a side that says we are out of pizza so that there is no confusion as to what we are selling. Also, around the perimeter of the store we have the names of all the drinks we offer in our espresso department as well as our drinks section in our store. The signs we place in the store are a valuable tool we use to communicate with our customers.



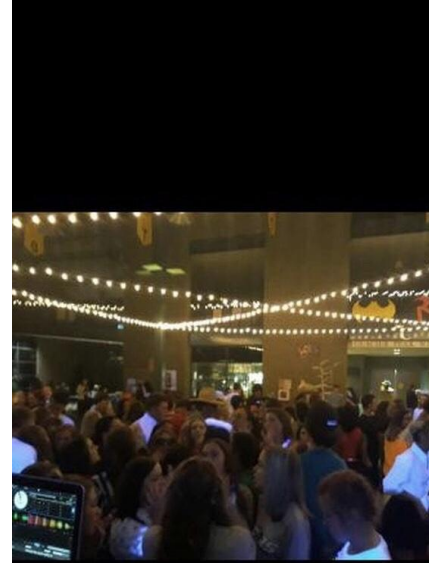
Product Displays

We like to showcase our products to our customers so that they are able to see the quality in products such as apparel or so they are better able to see what they're ordering when it comes to products such as our chips or drinks. If customers are able to see the products they are more likely to want to purchase them because they know what they're getting.



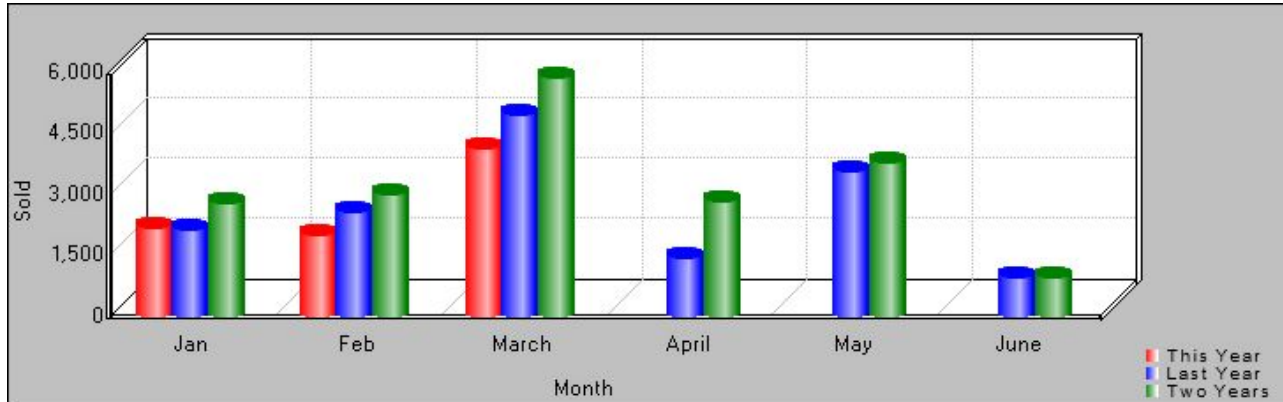
TOLO

Our DECA chapter puts on our schools TOLO every year. Not only do we profit from the purchasing of tickets, but we also keep our store open during the dance to allow customers to come in and buy drinks throughout the dance. By putting on our own TOLO we gain from the number of students that attend in two different ways resulting in a large profit for our store. This is also a good way to introduce new products because there are so many people coming in and out of the store purchasing drinks.



Previous Store Sales

As you can see in the chart, our current store sales from this year is down from what it's been in previous years. This is something that we want to change and we want to be able to increase our sales especially in products that either aren't selling or we want to sell more of.



New Store Sales

Looking at the two days we were open, we increased in sales of drinks thanks to our new punch cards.

The PDFs linked in the email entry have the exact numbers.



Conclusion

The outcome wasn't major, but they did increase.

This shows that this was effective and that we should do further tests on new deals and promotions to see how our sales will change for the better.

Then we can choose the best and stick with it.

