

The DECA Depot

School Based Enterprise
Point of Sale

Birdville Center of Technology and Advanced Learning
7020 Mid Cities Blvd.
North Richland Hills, Texas
76180

Increasing Starbucks Drink Sales

Five promotions were planned and implemented over the course of March-April to promote and increase sales of bottled Starbucks drinks within the DECA Depot.

Promotions Utilized:

- Samples to Educate
- Pricing Incentive
- Counter Display
- Social Media Advertisement
- Digital Advertisement



Background Information



The DECA Depot is located within the Birdville Center of Technology and Advanced Learning, which is the technology school available to all three BISD high schools. With students being our primary target market and having a very diverse demographic, we aim for our prices to be extremely affordable. Our typical merchandise includes snack items priced at an average of \$0.60-\$1.25. Our most costly item is our bottled Starbucks drink at \$2.50. This price is the lowest we can charge while still maintaining a reasonable profit. However, this price difference causes these drinks to sell less frequently than some of our other products. These promotions are intended to increase overall sales of Starbucks drinks, total profits, and customer satisfaction within the DECA Depot.

Samples to Educate

The first planned promotion was to provide customers with samples of all three flavors of Starbucks drinks including mocha, vanilla, and caramel. This was to allow customers the opportunity to taste these drinks if they have not tried them prior. It also allowed customers to determine which flavors they preferred.



Pricing Incentive



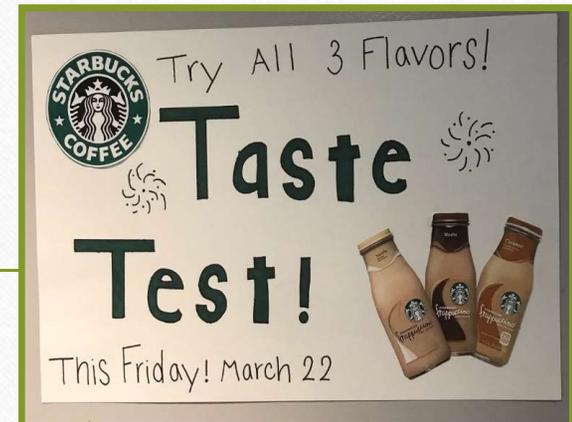
\$3 Breakfast Combo!



The second planned promotional strategy was offering a price incentive. This was done following the taste test in order to increase the likelihood that customers might crave the drinks they sampled. The price incentive that we offered was a \$3 breakfast combo allowing them to purchase a pastry (our best selling items) and a Starbucks drink of their choosing. These items would normally cost \$3.75 if purchased separately, saving each customer \$.075. This not only increased the likelihood that someone coming in with the intent to purchase a pastry would additionally purchase a Starbucks but vice versa.

Counter Display

The third promotion we created was a counter display that advertised both of the previously discussed promotions as well as the Starbucks drinks themselves. This display was placed on the back counter of the DECA Depot where the focal point of the room is located. This was done to ensure as many customers viewed them as possible.



Social Media Advertisement



We additionally promoted the sale of the Starbucks drinks on numerous social media platforms. We created posts on the DECA Depot's and BCTAL DECA's social media pages, including twitter and Instagram. This allowed our followers who might not typically visit the school store to become aware of our sales and further their knowledge of our product line.

DECA Depot Twitter Handle: **@BCTALDECADEPOT**

Digital Advertisement

The final promotional strategy we utilized includes the use of digital advertisements. We created visually appealing digital advertisements that were placed on all of the televisions around the building as well as the large screen located in the main hallway of the BCTAL. This allowed all students who attend the BCTAL to become aware of our sales and promotions, as they view this screen daily on their way to class.



Sales Reports

Attached is the PDF file detailing our Starbucks sales reports from the week of March 4th-8th then the weeks of March 18th-April 5th. The week long gap occurred due to BISD's spring break causing there to be a period of zero sales. The week prior to this details the sales before any promotions occurred. The week of March 18th details the sales of the week when the promotional advertisements went up. The week of March 25th details the sales of the week when the taste test occurred and the \$3 breakfast combos were available for purchase. The final week shown details the sales following all promotions.

[..\Documents\SBE Sales Reports.pdf](#)

Findings and Analysis

The following chart details how many total Starbucks drinks were sold during each week and the rounded percentage change of sales from the base week: March 4th-8th.

Week by Date	Week by Activity	Total Drink Sales	Percent Change from
March 4 th -8 th	Prior to any promotion	7	-
March 11 th -16 th	Spring break	0	Omitted
March 18 th -22 nd	Advertisements and counter display	10	143%
March 25 th -29	Taste test and pricing incentive	13	186%
April 1 st -5 th	Following all promotions	8	114%

Conclusion

The findings of the sales change of our Starbucks drinks during these weeks suggests that the implemented promotional strategies were successful on a short term basis. The week of March 4th-8th acts as our base week where all comparisons are made. This is because its numbers represent the average total weekly Starbucks sales in addition to this week not projecting any promotions. During the week of advertisements, sales increased by 143% and during the week that taste test and pricing incentive was implemented, sales nearly doubled at a total increase of 186%. However, the sales for the week following the promotions project little change. This indicates that the promotional strategies were effective in increasing sales but not effective enough to propel repeat purchases. Using this information, we can determine strategies to maximize Starbucks drink sales profit. This may include lowering the price of the drinks or offering the breakfast combo deal one day each week in order to sell a larger quantity. These promotional strategies additionally provided better insight into making informed managerial and financial decisions.

Thank You!

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