

The North Store

GROSSE POINTE NORTH HIGH SCHOOL

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The Iconic Smoothie

When students think of The North Store, they think "smoothies". Whether they want to try an interesting new flavor, or are a regular just wanting to satiate their need for something cool and refreshing, a large portion of our customers come to the store for the same purpose, the smoothie.

Because of this, a lot of the store promotion, including two elements of this project, revolve around this item. The smoothies we sell don't only benefit us from their profit margin, they also bring a wide variety of people in to see what else they may want to buy, increasing sales of other items as well.



Social Media Outreach

Today, social media takes up a sometimes overwhelming amount of time in one's daily life, especially in the lives of students. Because of this, The North Store is active on multiple social media platforms such as Snapchat and Twitter. As one of our promotions, we launched a Twitter poll to see which of a few types of smoothie flavors is most popular with our followers. With that information, we can better plan which smoothie flavors to carry in the following weeks.

A link to the poll can be found [here](#).



To the Big Screen

Grosse Pointe North has announcements that air just prior to third hour (an hour before lunch) every day, in every classroom, on smart boards. With the vast amount of people that see the announcements, our promotion team decided to do something The North Store has never done before, create a video advertisement. With a unique plot and a charming ending, the mass scale advertisement can reach portions of the market that we might usually have trouble reaching, and make them want to visit our store and buy a smoothie... ...That's Cold!

Unfortunately, we have not had a chance to air this advertisement yet due to days off from testing and breaks. We would have liked to air it sometime in the previous weeks but decided to hold off for a more schedule-stable time for optimized effectiveness.

A link to the video can be found [here](#).



You Can't Miss It

Though smoothies are chiefly popular among students, The North Store also satisfies the parental market, usually in search for Grosse Pointe North apparel. An issue the store has faced in the past has been individuals simply not being able to locate the store's whereabouts from the outside, causing some individuals to be deterred from shopping with us. To address this issue, we decided to promote big with a giant outdoor welcome sign above the external entrance to the store. To make something clear, when we say big, we mean BIG, the sign is a massive 5 by 10 feet and took the spot for the largest sign in the parking lot! With this, we hope to catch the attention of parents attending athletic games on the fields just past the store.



Smoothie Sales

This is the POS report from just prior to the launch of the Twitter poll through it's set close (dates in upper right). Though it says iced coffee, that category actually represents smoothie. As stated before, there was not an appropriate time to air the commercial, what would have been the preferred promotion for showing sales changes. Because of our decision to air it at a later date when potential customers could easier find their way in, we had to opt for the changes from the Twitter poll instead. It can be seen that there was not a significant change due to our Twitter followers already being active regulars in the store. Also, with the nature of the poll foreshadowing flavors in the future, past the deadline, we are not able to provide sales changes in regards to the actual change in flavor at this time.

Sales Report By Department
Confidential

School Store
Division:

From 4/08/2019 12:00 AM
To 4/18/2019 11:59 PM

Department Summary									
Department	Category	Total Quantity	Total Cost	Total Price	Total Disc.	Net Total Price	Average Price	% Of Sales	
BEVERAGES		135.00	157.95	270.00	0.00	270.00	2.00	100.00%	
	Iced Coffee	135.00	157.95	270.00	0.00	270.00	2.00	100.00%	
Totals:		135.00	157.95	270.00	0.00	270.00			
Less Line Discounts:							0.00		
Less Trade-Ins:							0.00		
						Total:	270.00		

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Run: 4/18/2019 11:20 AM

Thank You!

We are grateful to have had the opportunity to participate in your contest!

