

Heritage High School
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Over-all store merchandising

The goal of our merchandising was to sell as many cinnamon rolls as we can between December 2nd to December 20th. Our product name was the Cinnamon Swirl. They even come with a complimentary yogurt as they are required so they can meet the federal compliance regulations set by the Federal School Snack Compliance. As cinnamon rolls was a brand new product that launched in December we had no sales starting off. At the start of our product selling, it originally was being sold with peppermint frosting and crushed candy canes, from our consumers responses it was not sold with satisfaction, we even got some opinions from our teacher and peers who was nice enough to say that the peppermint was too powerful. Since then we decided to take away the peppermint frosting and crushed peppermint candy canes and replace it with vanilla icing, since then we have sold 18 cinnamon rolls making a profit of 17.72 dollars and a margin of 78.76 dollars. Below is a picture of our cinnamon rolls in the oven (frosting melted and soaked in the cinnamon roll) and a screenshot of our instagram ad on the social media page. We used a social media platform to advertise to those whom may not be at lunch and we used personal selling when working registrar and offering it with their meal.

