

Teresa Jimenez,  
 Mrs. Johnson  
 Heritage High School  
 Period. 3  
 Counter top

1. The goal for my merchandise is to target Heritage Students to buy products that are out of the ordinary. My product was dorilocos and what it was is doritos, chamoy, tain, peanuts, mango, and valentina. I wanted to be unique not like the competing products that are winter/ holiday related. We only had 12 products sold during the 12 day period of the promotions. I had my flyers up for my products all over the school and also on the POS systems attached in the front for the customers to see. My method actually worked after being backed up for 4 days compared to the others that were competing. My goal was to also focus on the lower classmen because they don't drive yet and buy snacks from the student store. My intention was to spread a different culture around the student store during the holidays and hopefully for spring i have big plans to continue my goal. Also what i would do different is create more posters and post it on social media.

	Total per special	Dec.2	Dec.3	Dec.4	Dec.5	Dec.6	Dec.9	Dec.10	Dec.11	Dec.12	Dec.13	Dec.16	Dec.17
winter wonderland	9	0	0	1	2	1	1	0	0	1	0	2	1
4 for 4 combo	20	1	1	5	1	1		4	4	1	1	1	0
Rudolph's nose mocha	4	0	0	0	1		2	0	0	0	1	0	0
cinnamon swirl	16	0	3	6	1	3		1	0	0	0	0	2
double chocolate peppermint	51	0	0	0	5	3	6	16	13	0	0	0	8
creamy italian soda	11	0	0	0	0			2	4	4	1	0	0
doritos locos	12	3	0	0	3	3	0	1	1	0	4	0	1
strawberry refresher	10	0	1	0	1			0	3	0		3	2
Anna's frosen slushie	59	6	7	5	14	2	3	4	4	4	6	2	2

peppermint													
hot cocoa	15	0	1	2	5	1	1	2	2	0	1	0	0
total sales	207	10	13	19	33	14	13	30	31	10	10	8	16



**DORILOCOS**  
**ONLY FOR \$2.00**  
**ONLY @ THE WOLF DEN**  
**CAFE**  
**DORITOS, CHAMOY, VALENTINA**  
**TAJIN, MANGO AND PEANUTS**

**Muy Rico!!!**