School Store POS Workshop

Why Start (or keep) a School Store?
Reasons:

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- Work experiences (Cashier, Manager, Security)
- New Academics of Business Math & Vocab.
Win over the Administration

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- Accountability for Inventory & Money...$
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- Consign for other clubs & departments
- Safe Student Hangout
- Accountability for Inventory & Money...
- Sell Custom Services: Posters, Awards, Embroidery, Greeting Card Printing, ….
Make Store Goals Measurable

- Teach Business Skills =
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  - 30 students become skilled cashiers
Make Store Goals Measurable

- Increase Apparel & Spirit Item Sales =
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- Increase Apparel & Spirit Item Sales =
- Sell more to Staff (30 day charge & discounts)
- Sell more @ outside Events (mobile POS)
- Sell more to Alumni & Parent with Web Store
Start your Master Plan early!

- Recruit “prime” student employees
- Resume & Interviews
- Make Adv. Marketing (School Store) the most popular elective
Rotate & Manager better

- Divide Class in Small Groups.
- Rotate Group work days in store
- Remaining students work on store promotions
- Rotate Job titles in Store
  - Cashier, Back-Office Accounting
  - Brand Manager, Security
  - Maintenance, Shift Mgr.
Measure Attendance & Performance

- Employee Time Clock
- Employee Sales Graphs & Reports
- Monthly Review (check list)
- Assign & Evaluate a Store Marketing Activity
  - By Group or Individual
  - Use POS Sales Reports
  - Get Customer Feedback
Store Marketing Activities

- Marketing Surveys for new items
- New Inv. presentation for Admin Approval
- Smart Coupons (certain Dept, Category, item)
- Combo Deals (name branded after staff)
- 100th Customer Promo
- Class Sales $ contest (Seniors $ vs. Juniors $)
- Arrange for new Vendor presentations
Store Marketing Activities

- Pop-up Remote Stores (mobile POS, suspend)
- Calendar Promo by item, category, dept..
- Candy Gram, Balloons, flowers delivery service
- Spare penny donated to Charity
- Charity of the Month (% sales)
- QR Code web coupons
- Digital Sign specific Adv. On certain days
Store Marketing Activities

- Spirit-wear Day discounts
- Recharge Gift or ID Card, get Free...
- Classroom delivery service
- Mix-Match $ Deals
- Seasonal Apparel Clearance
- Mystery Shopper program
- Re-Brand Store Themes, Logos, Uniforms...
Store Marketing Activities

- School Store Video & Audio Commercials
- Fashion show to choose next year's apparel
- Holiday Photo Booth
- Create employee manual
- Create POS Tech. Admin. Guide
- Give employees $5 house charge (30 days)
- Sell apparel in multiple non-school colors!
Store Marketing Activities

- Email & Face Book data-mining
- Email Marketing Broadcast
- Social Media Campaign (Contest, Survey..)
- Web Store Development
- Internet Search Engine Positioning
- POS suggestive selling prompts
- Cashier Sales Contest
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Store Marketing Activities

- Local Newspaper Adv. Donation
- Visit Mall for left-over space
- Create a kiosk for school hallway
- Fund raising Cards get 20% discount
- Please offer us more activities
Conclusion

- A School Store is a Business Laboratory that serves many important functions.
- Get serious & excited about the school store and others will too.
- Have a plan that will deliver measured results.
- Challenge & engage your students with exciting activities!
- Email us More School store ideas – Thanks