

## DECA SCHOOL-BASED ENTERPRISES STATEMENT OF ASSURANCES, 2015

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School/State

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

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School-Based Enterprise Certification Program

Bronze Level of Certification Desired

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## **Executive Summary**

Our school based enterprise was established in 2011, under the direction of Mrs. Rae Broussard. Mrs. Rae really pushes customer service. She believes that great customer service will continue to bring back our customers and she strongly advises all of our employees to use astounding customer service when working for the store. Some of our employees are customer service certified by the National Retail Federation. Currently we operate out of our sponsored classroom. There is an office located in a room behind the classroom that is used for baking, individual meetings, sorting merchandise, and for counting money. There is a cash register located in the classroom, in the hallway there is a glass display case where we promote all of the products we sell. On a daily basis the first thing our store does is bake Otis Spunkmeyer cookies. We bake and sell cookies every day for two lunch shifts. Most of our other products are sold on a regular basis. We sell athletic apparel, spirit cups, hair ties, school supplies, and our most popular product cookies (which meet health regulations). We are currently a small SBE, but we have many plans for growth. We are adding new products to our store every year. We also plan to create a physical store outside of our classroom in the hallway.

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## I. FINANCIAL ANALYSIS

### 1. Financial Records

We keep a strict financial record on all of our sales. At the end of each day, we balance the register. We compare the money in the register to the total displayed on the overall receipt. It is imperative for us to keep these records as accurate as possible to ensure revenue and inventory not being lost or stolen. Comparing the financial records to our inventory enables us to track products sold and products that should still be in our inventory. Using these financial statements, we can identify theft or mistakes in areas such as inventory count, payment collection, or revenue count if we were to come across any problems we would be able to go back on our financial records and look through the records and find the problem. For example, if a customer says that they have paid through our online receipting we are able to go back and view their payment.

### 2. Cash Flow Statement

A cash flow statement shows our income and expenditures. These statements break our financial analysis down to operating, investing, and financing categories. Typically, income on these statements comes from DECA dues, inventory sales, and fundraising activities. Disbursements include field trips, inventory purchases, and other invoiced amounts. Cash flow statements provide detailed information on incoming and outgoing money.

Date	Vendor	Paid by	Detail	Income Statement	PO/Check/Transfer	Debit (+) Receipt	Credit (-) Disbursement	Total/Net Cash
13-Nov	Rau Distribut	B lunch	cookie sales	SBE sales	cash	\$111.50		\$8,518.72
17-Nov	Dominos	DECA	Pizza for mee	DECA meetin	check		\$217.00	\$8,301.72
17-Nov	Rau Distribut	1st/2nd	cookie sales	SBE sales	cash	\$38.00		\$8,339.72
17-Nov	Rau Distribut	A lunch	cookie sales	SBE sales	cash	\$96.50		\$8,436.22
17-Nov	Rau Distribut	B lunch	cookie sales	SBE sales	cash	\$84.00		\$8,520.22
17-Nov	Dollar tree	students	headphones	SBE sales	cash	\$24.00		\$8,544.22
17-Nov	Wal-Mart	students	flashdrive	SBE sales	cash	\$6.00		\$8,550.22
17-Nov	Cypress bay	students	coffee mugs/h	SBE sales	cash	\$14.00		\$8,564.22
17-Nov	Dawn Barke	students	hair ties	SBE sales	cash	\$17.50		\$8,581.72
17-Nov	WTS Media	students	3 phone cases	SBE sales	cash	\$30.00		\$8,611.72

### 3. Credit

Credit can be very valuable when running a business, but it could also be detrimental to one. When starting a business, you can borrow money from the bank using your credit. That money can be used to pay for starting expenses. When doing this, you must pay it back within the set amount of time with a specified percentage you have to pay in interest. Therefore, when purchasing anything credit, it is best to pay as early as possible. Not only is the debt paid, but it also improves your credit. The fault in credit purchasing is either when the business develops bad credit habits, or its customers do. When customers buy products and pay with credit, it could have negative effects on a business's revenue. The individual could have bad credit and never pay back the money owed. This leaves the company at loss for that purchase; the individual will owe more money the longer he or she waits to pay the debt.

### 4. Register

The register is one of the most important aspects of our business. It allows us to correctly make sales and account for the money in each transaction. We have a time card system for each employee that uses the register, because everyone is held accountable for the money lost or over charges within the time of their use. We balance the register daily to make sure the money aligns with the amount of product sold. After the register is balanced, we fill out a deposit form, put the form and the cash in a bag, and deliver the deposit to the school's accounting department.



## **II. OPERATIONS**

### **1. Security Measures**

Gator Mania store employees are attentive to theft, and several preventive measures have been established. There is a large mirror placed across the store that provides a full view of the store, - preventing potential thieves from going unseen. The register is strategically placed near the instructor's desk. The instructor, seldom found away from the desk, is therefore able to supervise transactions. At the end of the shift, an employee of the store counts the money earned with the supervisor and is checked by the supervisor. The classroom remains locked when no one is present, and sales are prohibited without supervision. All products, other than cookies, are locked away in cabinets where only select, trustworthy employees have access. These measures prevent the shrinkage of inventory and allow the establishment to provide any products desired by its clientele.

### **2. Equipment Instructions**

All employees are instructed on how to use and properly handle each piece of equipment personally by the store supervisor. In the case of memory loss, instructions are clearly displayed on each machine with a piece of paper attached in a visible area. For example, our cash register has instructions saying in what order the buttons need to be pressed and on the ovens, it says the required time to cook the cookies. These instructions are important because failure to adhere to them can lead to incorrect pricing and information in regards to the register and customer dissatisfaction with the cookies if the ovens are used incorrectly.

### **3. Health and Safety Regulations**

Our SBE heavily prioritizes the safety of its customers and employees. This is why we employ various measures to ensure our store and products are safe. Employees must pick up the bought cookies using a

square of bakery pick-up tissue paper, never their hands as that is unsanitary. They must also wash their hands frequently when handling the raw cookie dough. All of this is avoid the transfer of harmful bacteria or viruses to our customers.

#### 4. Routine Security Precautions

Routine security precautions are taken to ensure the success of our SBE. Our merchandise cabinets are locked and they are to remain that way unless someone is fulfilling an order. As additional security, the door is locked when no one is present in the store. Employees also count inventory frequently and on a regular basis, keeping track of all sales and any change in inventory. We do not count cash out in the open, but in a back room where there is no risk of piquing the interest of a thief and there is always an employee at the register.

### III. MARKETING-INFORMATION MANAGEMENT

#### 1. Influential Factors and Merchandise Decisions

We are currently experiencing different social trends that directly affect our merchandise mix, such as the infinity symbol, anchor, Chevron, and the acronym "IDGT". These popular trends allow us to supply our target market with merchandise they are willing and wanting to purchase. For example, due to these trends Gator Mania decided to purchase phone cases to sell with these trends on them. We are also capitalizing on the high-spirited culture of the school. St. Amant has many competitive sports that the student body is proud to support. This allows us to supply the students with what they demand, such as Redstick attire that have the STA Logo or the Gator head on them.



Phone cases with popular trend on them like the infinity, anchor, chevron, and the acronym "IDGT"

## 2. Competitors' offerings

Being the only school based enterprise we are able to offer and sell our school's merchandise to students during the school week, making it easier for students to purchase products. We compete with other clubs, the concession stand on campus, and the vending machines in the band room. We also compete outside of school with local retail stores that carry St. Amant attire such as Wal-Mart, Walgreens, Uniform Post, etc. Although local retail stores sell St. Amant attire we have a competitive edge on them because of our lower prices and convenient location. We sell things such as phone cases, cookies, St. Amant High attire, and school supplies. We used to sell our cookies in the cafeteria, but due to Michelle Obamas Healthy Hunger Free Kids Act we are no longer able to do that. The Gator Mania store is located right next to the cafeteria; this makes it easily accessible to students at both lunch shifts. For example, almost every local store sells phone cases and school supplies so we are competing with them for business. There are mainly indirect competitors, because they sell so many other products, and phone cases are not their main concern. Great American Cookies, on the other hand, is a direct competitor for us since all they sell are cookies, and we sell cookies as well. Customers might like their cookies better than ours or vice versa. This can be a benefit to us since they price their cookies higher, but it can also be negative because customers might like the taste and quality of their cookies more. We have a major upper hand on many of our direct and indirect competitors because of our location. We are at school, right where customers are. We are easy to access and our prices are comparable to our competitors. To win over customers from the competition, we sell some merchandise for less and we have some better quality merchandise.



Vending machines in the band room that we compete with

### **3. Trading Area**

Gator Mania reaches primarily to the school population, but our school store, Gator Mania, also has a website, [stasbe.weebly.com](http://stasbe.weebly.com), which shows all of our merchandise, upcoming events and more. This allows the not only the school but the community to also see and purchase our merchandise. The community is also aware of the store through DECA, because DECA sold ads and recruited DECA honorary members so they can be aware of the happenings of Gator Mania. Gator Mania also sells their merchandise at open houses and Freshmen orientation allowing parents and incoming students to be aware of the products that we are selling throughout the school year. Although the products are only sold in school, anyone can come and purchase them. Students are not allowed to leave school to sell and/or deliver merchandise, this is a down fall but in the future we would like to attend after school events such as football or basketball games where we can sell our merchandise outside of school so more potential customers can see them.

### **4. Price Sensitivity**

Our products price sensitivity is high because our audiences are mostly teenagers that do not have a steady income and most students do not have jobs. Our products are not a necessity, but they are in high demand. Therefore, we have to make sure our products are affordable so the majority of students can buy them. For example, we tried to sale hair ties that were very popular at the time but they were too expensive and did not sell well so we had to stop selling them. We offer many different items for many different prices. For example, we sell two different types of athletic shirts. One of our brands is Nike and the other is Sport-Tek. We offer both brands to appeal to a larger audience and to allow for customers with a small and large budget to be satisfied.

## IV. MARKET PLANNING

### 1. Customer Profile

A normal customer in a high school is between the ages of 14-18. Most young kids in school do not have money or jobs and are running off their parent's money. Many of our student's psychographics consist of the same style, the athletic type tops, sweatpants, and sweatshirts. That makes for the market. We sell our product at an affordable price so the kids will be able to have the money or get it from their parents. Majority of our demographics are in the Gonzales area consisting of low and middle class residents, so we have to make our prices affordable. We also have many, many cookies sold every day to kids. Cookies

1	Phone Cases	Finish collecting this data (Hunter has)Analyze results: Who is our biggest target market & type of phone design should we do next year?					
2	Market Research						
3	Name of student	# orders	Female Adult	Female Student	Male Adult	Male Student	
4	Jewel	5	3	0	2	0	
5	Hunter	32	11	8	11	2	
6	Logan	11	9	0	1	1	
7	Johnny	2	1	0	0	1	
8	Braeden	2	1	0	0	1	
9	Trinity	11	11	0	0	0	
10	Tiffany	6	3	2	0	1	
11	Trey Millien	12	7	2	2	1	
12	Adam	11	7	0	0	4	
13	Clayton	10	8	0	0	2	
14	Mason	1	0	0	0	1	
15	David	13	7	3	0	3	
16	Kase	14	6	2	2	4	
17	Mollie	15	9	0	5	1	
52	Sable Englade	4	1	2		1	
53	Jade Sheets	10	6	1	2	1	
54	Mytrail Whitehead	28	7	12	4	5	
55	TOTALS	359	159	63	34	43	
56	Free	20	Female Adult	Female Student	Male Adult	Male Student	
57	bought	379					
58			Female Adult	Male Student			
59			222	77			
60			Adult	Student			
61			193	106			
62							

that are sold are Otis Spunkmeyer, and they are sold in packs of 2 for 1 dollar, which is good for low budget students. We also sell to teachers who are on duty or lunch; they tend to buy more because they have more than a dollar on them. The picture is the stats as to who bought what phone case.

### 2. Market Needs

We have conducted primary research on observations/trends in order to determine our target market, as well as the products that interest our target market. We have requested the following information: Age,

race, sex, and product interest. We used the surveys and focus groups to gather our requested information on what the customers like, what they would buy, etc. We conducted primary research in order to determine our target market. We looked at our sales sheets to see whom the students sold to, we also looked at gender, and age. For example in the Gator Mania store, we saw that many of our customers were sophomores, freshman, and senior boys. So looking at that, we would have more guy

sweatpants and sweatshirts for the sales,. Looking at our research of the phone case sales from last year, we determined our target market was female women. This year for our phone cases sales we will appeal to adult women because more females bought phone cases over males last year. With this in place, we hope that our sales will increase for our next phone case sale. The picture is handing out surveys to see what people like.

### 3. Determining Customer Demand

We track our sales through an excel database on the computer. Our groups document the products that are sold the most and the products that are being sold the least. The most



sold product usually indicates the most popular product, which means that product will have a higher demand. If the product is not selling as much as we intended it to, then we will find out whether it is the price or advertisement that is causing the product to not be sold. One specific situation where we closely monitor our sales is when we sell cookies. We have to determine how many cookies to bake in order to have max sales, but we do not want to have left overs that we cannot sell. You would always rather have more sales and no leftovers than more sales with excess. We had to monitor how many cookies we sold. Each day it varied, but it was always around 80-100 cookies per lunch shift. Many of the employees were asked their opinion and as a store, we determine that we will cook 90 cookies per lunch shift, which is 180 per day.



## **V. PRODUCT/SERVICE MANAGEMENT**

### **1. Mix of Brands**

The Gator Mania store offers a variety of items for purchase. We have found that some items turn over faster than others do. Most of the items that turnover faster are the name brand items. We find that Nike turns over more quickly than the others do. It is a very popular brand with youths because it represents activity and sports, which many people love. We sell Otis Spunkmeyer cookies because that is a popular cookie brand and people have heard of it. A brand name can determine whether someone wants to buy something. Brand names that are more popular convince the buyer that the product is better than others are, while less popular names can make potential buyer doubt the reliability of the product.

### **2. Plan Reductions**

Gator Mania employees will receive a discount on certain products in the Gator Mania store. Mrs. Broussard will choose the discounted products and prices. Employees that will receive the discount will be Entrepreneurship students/DECA members/ Gator Mania employees that do all three jobs and do them right. If you have a D or F in the class, you will not receive the employee discount. If you do not abide by the school rules/or are dishonest (for example saying you are going to sell at lunch, and going to talk to friends instead).

### **3. Merchandise Assortment**

In the Gator Mania store, we sell a variety of items that a high school student would need or want. We sell many types of items, from school supplies to clothing, and we even sell electronic accessories. The school supplies we sell consist of pencils, pens, erasers, crayons, colored pencils, markers, rulers, tape, glue, sticky notes, and calculators. The clothing we sell is shirts, sweatshirts, sweatpants, and shorts. We also sell electronic accessories like headphones and phone cases. Other items we sell are cups, hats, bags, and hair

ties.

#### 4. Choose Vendors

Our SBE looks for reliable vendors with a preference for local vendors. We ask if they carry products that our customers want, because if they don't have what the customers want then there is nothing that we can get from them that would sell good. We have to make sure that working with that vendor would benefit us. The vendor's prices are also taken into account, we have to make sure that we could mark it up to a reasonable price that a high school student could afford. When considering new merchandise, we question whether it is something that an average high school student would want to buy. Using local vendors helps the community grow, it also helps the businesses that we go to.



Product	Vendor	Brand
Clothes	Redstick sports (Local)	Nike & Sport trek
Cups/ Headphones	Walmart	
Hair ties	Southern Ties and Designs (Local)	
Keychains/ Coffee mugs	Cypress Bayou Treasures (Local)	
Cookies	Rau Distributing	Otis Spunkmeyer
Phone Cases	WTS Media	
Avon	Avon sales person (Local)	Avon

## VI. PRICING

### 1. Cost of Product

As Gator Mania employees, it is our duty to sell products that students can afford to buy, but if we sold products at cost, we would not make any profit to be able to buy more products and improve our business. If we have a shortage, we can buy more products quickly from our vendor, but if we have a surplus of products we will have to reduce our price which is already at a reduced price since we chose to price based off of what our target market could afford. For example, we bought the polo shirts for \$26.75, and we sell them for \$32.00, which gives us a profit of \$5.25. To break even we need to sell 17 polo shirts. We know our method doesn't bring in much profit, but we make profit overtime and it is an affordable business. After all, our main goal is to please the customers.

<u>PRODUCT</u>	QUANTITY	COST	SELLING PRICE	PROFIT	% of profit	Break even
Polo	20	26.75	32	5.25	16%	17
Nike SS w	10	18.25	22	3.75	17%	9
Nike SS m	10	16.25	22	5.75	26%	8
Nike LS	20	20.25	25	4.75	26%	17
Gray LS	20	12.5	18	5.5	30%	14
Gray SS	20	11	15	4	26%	15
Shorts	20	21.5	25	3.5	14%	18
Jacket	20	21	25	4	16%	2

### 2. Pricing Strategies

We conduct a demand based

pricing, which is basing our product pricing on what our customers are willing to pay. Our consumers are typically high school students who don't have jobs, so we have to price things that they are able to buy our products. Most people mark it up by 40%, but we only mark ours up by about 21% because that is the most our customers are willing to pay. We will occasionally conduct discount pricing to draw more customers in and get rid of products that we do not plan on restocking or cannot sell.

### 3. Seasonal pricing strategies

Since football is a big part of our school, we sell gator face tattoos during football season. On every Friday during the season, Gator Mania employees walk around at lunch selling the tattoos for \$.50. We also sell Gator tank tops and shorts during football season so that people can wear them to the games.

### 4. Pricing Decisions

Since the demand is so high for jackets in the winter, we usually go up on our prices and when the weather gets warmer they go on sale. When the weather gets warmer, prices on the tank tops and shorts go up. During Christmas, parents and students will mostly buy more of the red stick items to give as presents to people that are gator fans or with a student in a sport at school.



## VII. DISTRIBUTION/CHANNEL MANAGEMENT

### 1. Inventory Counts

We have a chart in the cabinets where we stock our products. For example, for our Nike long sleeve shirts, we keep a chart with an ongoing list of what size and gender shirts we have of that style. We do this for all of our products, such as our spirit cups, attire, cookies, and school supplies. Perpetual inventory is used to track the Otis cookies. We are constantly selling cookies, all year around. We have a chart that we write how many cookies we baked, how many we sold, and how much money is made. We have to be exact

on all of our numbers in order to continue to make money and sell cookies. To make sure our money matches our cookie count we Z out our cash register. We count the money make use it matches the Z Out total and then we deposit our money. We do this process throughout the day.

## **2. Inventory Shrinkage**

If a product is damaged to the point of not working then we would have to completely discard that item and we would not be able to make any profit. When a product is stolen it causes our business to lose money. In a school, setting there is almost no way to recover the lost material. This causes out business to lose money. These can affect our total profit. If 10 products were stolen and we would of make a \$10 profit of each of those items we would lose \$100. Sample products can be beneficial for our customers. They are able to try on a product to see if they like it. That could increase our sale, but we would lose our profit from the sample product. We would not be able to sell a shirt that many people have tried on before. That product would just have to be stored for later use or we would have to get rid of it.

## **3. Receiving Process**

When we receive an order, we first take the itemize list of the product that we have and see if the merchandise we received is correct. After, we put our product where they belong in our cabinets updating our inventory charts accordingly. We then look at any existing or new orders and pull from the cabinets where product is being held to fill these orders. After product is pulled we either personally deliver or inform the buyer via text/calling that their product is in and that they can pick up at the store.

## VIII. PROMOTION

### 1. Special Events

At St. Amant's Prep Day, Open House, and Freshman Orientation we set up booths to promote our business, Gator Mania. At our booth, we promoted DECA, Gator Mania, and sold some of last year's merchandise. We also allowed students to pre-order some clothing for the next year. During these orientations, we focus on trying to get the parents involved and get the incoming freshman to stock up on high school spirit clothing and accessories. At these events many students see what Gator Mania offers, have the possibility to join DECA, and become a future employee.

### 2. Display Arrangements

Common display arrangements are on shelves or in a glass case. In Gator Mania's case, we use a glass case in the hallway that displays all of the merchandise that we have, such as school supplies, cups, headphones, and anything a high school student could need. We also hang our sample clothing from the ceiling to display the merchandise in a way where it won't be stolen, but it can still be seen. This year we plan to build an actual store in the hallway. This will give us a more efficient business and our products can be displayed attractively and still be safe.

### 3. Promotional Strategy

Our promotional mix for this year is to get the Amant to know Gator Mania. Many students still do not know about our store and everything we offer. This year we



students at St. Amant do not know about our store and everything we offer. This year we

have created a website, [www.stasbe.weebly.com](http://www.stasbe.weebly.com), we have created flyers and daily announcements to promote our products. We have also created three social media accounts, Facebook, Twitter, and Instagram. On those accounts we have promoted our products such as our clothing, phone cases, school supplies and cookies.

We have a limited promotional budget since we are at a school and our business is just starting to expand. However, making a website, school announcements, and social media is free of charge and a great way to connect with the student body of St. Amant High School, and get students more aware and interested.



#### 4. Visual Merchandising

When merchandise is in an eye-catching display, the customer will be drawn to check out the product. We display our sample clothing from the ceiling in the room against the back wall, so when our customers walk in it's the first thing they recognize. Our glass case in the hallway sits directly across from our class so all of our customers get a good look at our merchandise every day. If we were to display our merchandise in bins

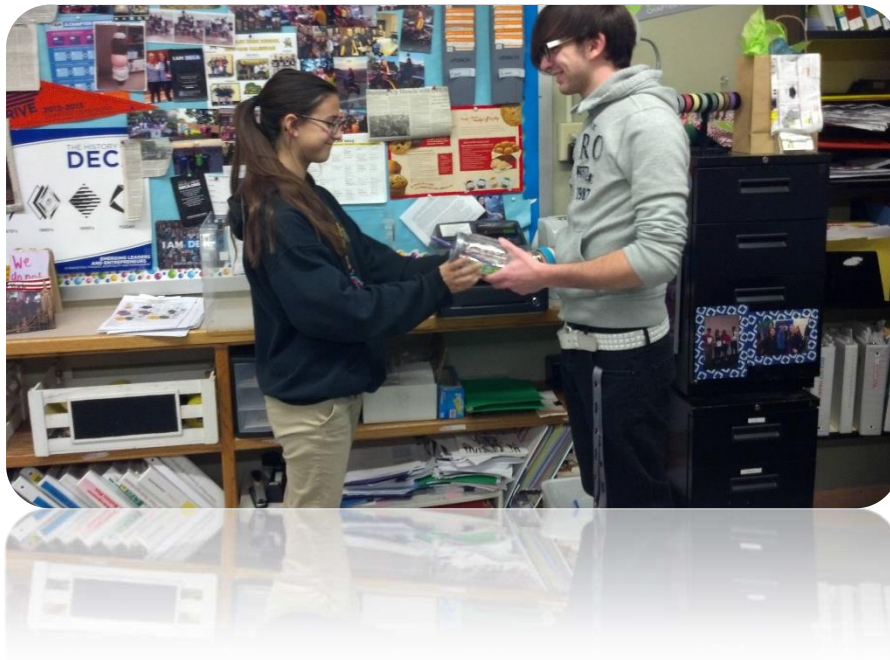


where our merchandise is just tossed in, it would discourage the customer to buy and trust us that our products are worthy of their money. Our plan is to build a store to better display all of our merchandise to their full potential in order to maximize our store's ability to become a well-organized business.

## **IX: SELLING**

### **1. Customers/clients**

Upon entrance, a warm greeting, with eye contact and a genuine smile promotes trust between the customers and employees instantly welcome customers. Instead of only presenting themselves as employees, our workforce interacts with all customers as close acquaintances and encouraging supporters, so that even outside of the workplace, customer employee interaction prolongs. Manners are strongly encouraged throughout our employees, exercising words such as "Mr.", "Mrs. /Ms.", "Ma'am" is used during conversations, and "thank you" is always practiced.



### **2. Returns/exchanges**

Returns are acceptable for all products, edible and non-edible, however the policies vary. For non-edible products, the guidelines for return state that merchandise must still have tags attached, and defect or size

issues must be indicated to an employee within fifteen days after purchase. Exchanges are extended to twenty days. A refund or exchange is permissible. More than once we have had teachers and student enter our store and state that “my shirt is too small”, “my sleeves are too short”, or “my logo washed off after one or two washes.” This requires us to respond quickly with “I apologize for that inconvenience, since that shirt is too small, would you like to try a size bigger” and let them try their new shirt on, or “I apologize for that inconvenience, would you like a new shirt sir/ma’am or would you prefer a refund?”

For edible products, the guidelines are based on a circumstance that the edible products must be inedible by employee’s error. Examples for edible returns include products that are undercooked, overcooked and unbreakable, or have hair or other foreign materials, which we have had customers solemnly affirm. We immediately apologize and give those students two new cookies; one to reconcile for our mistake and another one as a gift for their inconvenience. Customer satisfaction is the upmost priority.

### **3. Sales documentation**

A receipt is fundamental with all non-edible purchases. At typical times of purchase, which is generally during lunch, there are two to four employees available at all times to assist customers with purchases, and are responsible for their sales, which includes creating receipts for the customers and the store to keep track of purchases. An employee later transfers all purchases to a standardized chart to track sales. This allows diagnoses of profit variables, which allow the employees to decide which products are selling more and need to be restocked, and which products are selling less and do not require any stocking. Through that process, the store increases profit and demotes deficits.

Edible purchases are practiced with discretion of the customer, and are usually more convenient without a receipt since so many are being sold rapidly for a low price of fifty cents per cookie. Once sales are concluded after every lunch period, capital in register is totaled and then divided by two, showing amount of cookies

sold. Through that, we calculate profit and put viable information on a deposit slip with employees' names.

Example of a deposit slip used to track sales

#### 4. Customer/client needs

Customers are usually engaging with our store with anticipations to purchase either edible products or non-edible products and merchandise. However, sometimes the customers are unsure of what they are intending to purchase so it is an obligation to employees to assist customers with deciding on a purchase. Through open-ended questions and friendly conversations, employees determine the indecisive customer's interests and preferred style and fit. Once the preferences of the customer have been defined, employees use their knowledge of the store's products to address what might interest the customer, addressing the positive qualities of the products in an effort to "seal the deal" and satisfy the customer.

Picture of products



## **X. HUMAN RESOURCES MANAGEMENT**

### **1. Show and Tell**

New employees are trained by former employees, and step by step instructions are clearly printed on each piece of equipment. In case a new employee forgets a step, they do not need to wait for someone to help them, they can help themselves by following the directions. Training takes place during Entrepreneurship and Marketing classes and our work shifts are during our two lunch shifts. New employees are never put to do a task until they perform the task properly in front of a former employee or the Director/Manager.

### **2. Contests**

For every new product we begin to sell, we have a competition of who can sell the most, and the winners get an incentive from our Director/Manager. During our Avon fundraiser, Avon top 3 sellers received bags of miscellaneous Avon products. During our phone case fundraiser, whoever sold ten or more cases received a free phone case. The top 3 sellers received a lunch of their choice. We also have a nomination for Gator Mania Employee of the Month and the winner of that receives a free meal of his/her choice.



### **3. Environment for Employees**

We ensure a positive working environment by continuously doing contests and rewarding our top employees. This teaches our employees to work well with others, the business language, learning from mistakes, and real life, hands on situations. For our employees, working in the store is a grade and the harder they work, the higher the grade they receive. This great opportunity teaches our employees to juggle working, school, and extracurricular activities which most of our employees are enrolled in.

### **4. Special Events**

Every year we hold a DECA SBE Banquet at Mike Anderson's for our employees where they are recognized for their hard work and support. This banquet allows our Director/Manager to show her appreciation for her students, and also gives her a chance to speak on behalf of some students and boost morale. Each person is given a certificate during the banquet and a separate slide in a slide show is created for each person showing the number of years in the program, achievements, and for seniors a farewell to them for many successful years to come.

