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# RETAIL MARKETING

**Policies & Procedures 2020**



## The 1826 School Store motto to success!

**T**ogether  
**E**veryone  
**A**chieves  
**M**ore



## GENERAL PROCEDURES

- ❑ Backpacks in designated area at front of store, behind door
- ❑ Check weekly rotation schedule posted in classroom for your current assignment
- ❑ **NO** eating or drinking during class
- ❑ ***Cell Phone FREE zone*** - put it away during this class
- ❑ **Always** be on time
- ❑ **ID must be worn** around neck and be visible
- ❑

## REQUIRED STAFF RESPONSIBILITIES FOR LUNCHEES

- ☐ Greeter
- ☐ Merchandiser (s)/Customer Service
- ☐ Baker (s)
- ☐ Cashier (s)
- ☐ Cleaner (s)/Stocker (s)
- ☐ Food Service/Beverage Coolers
- ☐ Classroom Worker (s)

## Greeter ~ Student who greets EVERYONE at the door

- ✓ Conduct safety check of store
- ✓ Check to see if student has and ID visible
- ✓ Update customers if out of cookies
- ✓ Close door when store is closed for period
- ✓ Assist others in stocking & cleaning (after lunch)
- ✓ Remind customers of specials or new products

## MERCHANDISER(S)/CUSTOMER SERVICE: Responsible for product appearance & supply of product in store.

- ✓ Greet customers with a hello & smile as they enter
- ✓ Answer customer questions regarding product
- ✓ Ensure all sizes are displayed for each clothing item in size order from smallest to largest with smallest in front
- ✓ If not, look in stockroom for missing sizes & replace
- ✓ Help customers with merchandise purchases, including verifying if stock is available in stockroom

## Baker (s): Best Selling Product

**Must wear clean gloves at all times!**

1. Put cookies on trays
  - ☐ 12 cookies on each of the six trays with 1 inch margin all around.
2. Bake for 16 minutes
3. Remove trays from oven; move cookies to wood counter to cool
4. Put second batch in oven while waiting for cookies to cool
5. Bag cooled cookies (2 cookies per bag)

## Cashier (s)

1. Verify \$50 drawer.
2. Put date and start time on daily cash drawer reconciliation form
3. Follow cash register training procedures
4. Scan all products using barcode
5. Count back change to customer ***OUT LOUD! Keep what they give you on the register while counting back.***
6. Keep all bills organized in drawer facing the same way
7. Assist others as needed
8. **No tips! Put money in designated charity container on sales counter.**



# CLEANER (s)/CLASSROOM WORKERS

1. Make sure register area is clean
  - a. Wipe counters; Wash dishes - cookie sheets and spatulas
2. Re-stock drink cooler; Re-stock snacks behind counter
3. Vacuum
4. Empty trash
  - a. Barrel at end of cookie counter
  - b. Barrel near Keurig machine
5. Assist others including customers as needed
6. Leave store cleaner than when you entered

## FOOD SERVICE – RESTOCK SNACKS

- ✓ Restock snacks on shelves behind register area.
- ✓ Depending on package size, there should be 3 or 4 pieces in each plastic bin.
- ✓ All packages should be forward facing.
- ✓ Place one type of snack in each plastic bin.
- ✓ Try to group snack categories near each other on shelves:
  - Popcorn, chips, Cheetos, SunChips, Veggie Straws, etc.

## BEVERAGE COOLER – IN STORE

- ✓ Verify whether any quantities are low or missing
- ✓ Refill any stock into slots that is less than two per column from overstock kept in classroom area.
- ✓ Put new bottles behind bottles already in cooler so colder and older items are sold first (FIFO).
- ✓ Face all bottles with name forward.

## BEVERAGE COOLER - OTHER SCHOOL LOCATIONS

- ✓ Ask teacher for key to machine and assess what bottles need to be refilled.
- ✓ Use cart to load stock from available overstock kept in classroom area and bring to beverage cooler being filled.
- ✓ Restock new bottles behind cold bottles already in cooler.
- ✓ Fill all available slots so cooler is full after restocking is done.
- ✓ Ensure cooler door is properly closed and locked.

## OTHER STAFF RESPONSIBILITIES

- ✓ Periodic Inventory Verification
  - ✓ Inventory Verifier & Inventory Specialist
- ✓ Inventory Receiving
- ✓ Daily Cash Reconciliation
- ✓ Marketing/Promotion
- ✓ OSHA Modules

# Marketing/Promotions

# INVENTORY RECEIVING

- ✓ Compare packing slip counts match physical items received.
  - If count matches, initial and date the packing slip, put on teacher desk.
  - Any discrepancies must be noted on the packing slip and student manager notified immediately.
- ✓ Follow register procedures for receiving inventory.
  - Ask student manager for assistance if help is needed.
- ✓ Move inventory either to storeroom or floor stock as needed.

# DAILY CASH RECONCILIATION

## Two people required for this job

1. Run and print daily report from POS system.
2. Gather prior day shift reports and bank bag.
3. Add up all report totals for cash and credit card sales.
4. Count cash and band ones into packs of 25.
  - Any discrepancies require teacher's immediate notification!
5. Fill out green deposit slip and put money back in bank bag.  
Take deposit to bank.
6. File shift reports in current binder.



# MARKETING/PROMOTION

- ✓ Select a store product to promote.
- ✓ Take pictures with your assigned iPad.
- ✓ Create a one page ad using Pages software:
  - Include text and graphics! Make it interesting!
- ✓ Save your creation to your Google Drive and share with teacher.
- ✓ Teacher will send to web guru and get it posted on the school website where it will be displayed.

# NEWSLETTER

- ✓ Select a theme - holiday, seasonal, etc.
- ✓ Choose 3-5 products to talk about in your newsletter.
- ✓ Take pictures with your assigned iPad.
- ✓ Create a one page newsletter using Pages software.
  - Include text and graphics! Make it interesting!
- ✓ Save your creation to your Google Drive and share with teacher.
- ✓ Teacher will share on Google Classroom for all to read.

## OSHA MODULES Q1/Q3

- ❑ A new module will be assigned each Monday. You have the entire class period to work on the current module.
- ❑ All assignments are posted in Google Classroom so if you are absent, check to see what the current module is.
- ❑ You are required to view the video material and take the module quiz by Friday of the same week.
- ❑ If you fail quiz ask teacher for assistance, after 3 fails you are locked out of program!
- ❑ You can use any other available class time when you are not working on an assigned job or task to work on the current module.

## OSHA MODULES Q2/Q3/Q4

- ✓ If you need more time:
  - You may need to work on the module at home.
  - Ask your classmates to help cover your weekly job assignment.
  - Talk to the teacher about options.
- ✓ Ask the teacher for help if you get stuck on any part. If you fail a quiz one time, ask the teacher for help.
  - OSHA has a three fail, three call your out policy so please ask for help to avoid not being able complete OSHA and getting stuck on hold waiting to get reset.
- ✓ This is a firm deadline, not a rolling due date, so each module is due Friday of the week assigned.