

Alpena High School Campus Closet School Based Enterprise



Teacher- Melissa Timmreck
Para Professional- Marga Decker
Store Manager- Brooke Gersewski

Assistant Mgr.- Brook Hoos
Assistant Mgr.- Madison Timmreck
Assistant Mgr.- Cody Peirce
Assistant Mgr.- Anna Young
Assistant Mgr.- Kiersten Wirgau
Assistant Mgr.- Madison Smith

Alex Cosbitt
Kyle VanDusen
Taylor Baker
Brandon Dingeman
Mollie Girard
Maranda Duntley
Dominique Agar
Caleb Hall
Erika Johnson
Claire Toth
Owen Limback

1) Produce a 30 second store or item video commercial

Our student employees created and produced this video commercial highlighting our new graduation items.

<https://youtu.be/EGnfnKcu6AM>

2) Social Media Promo

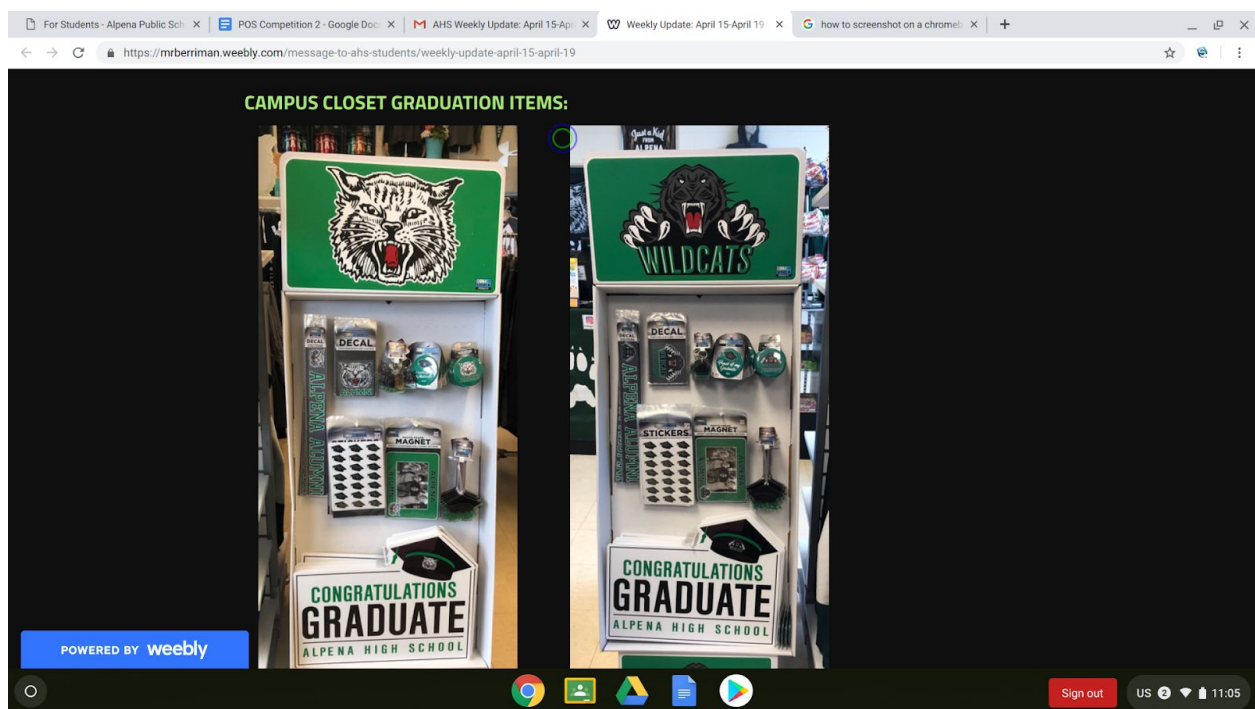
One way that Campus Closet promotes their products is on Facebook. These are two recent posts showing off our new graduation products.



3) Internet Promo:

<https://mrberriman.weebly.com/message-to-ahs-students/weekly-update-april-15-april-19>

Campus Closet promoted their graduation products on the weekly update that is e-mailed to all high school students, parents and staff of Alpena High School.



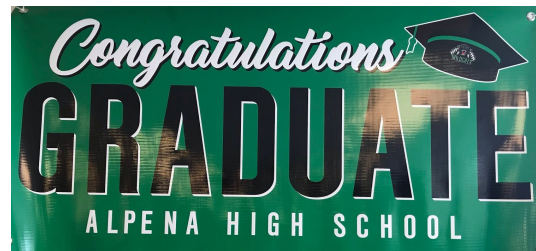
4) Build a pricing incentive in POS

Coupon good for 20% off new graduation items* until 4/30/19

*Includes big and small banners and yard signs



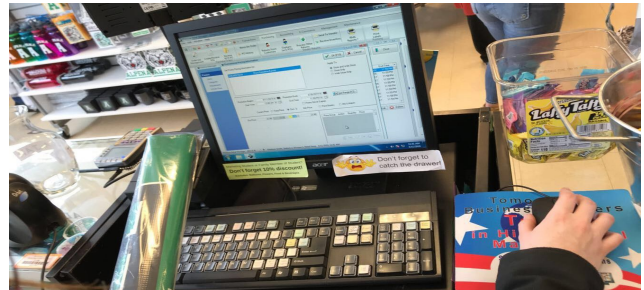
Yard Sign



Bigl banner



Small banner



Left: Maddie changing the dates for the sale to end at the end of the month (4/30/19).

Right: Discounting the selected items using promo pricing in our POS system.

5) Distribute printed info. & free samples that educates

Our staff at Campus Closet had the opportunity from our Pepsi Representative to try the new Mango Hibiscus, Peach Hibiscus, & Cherry Hibiscus Pure Leaf Teas. These teas have good nutritional value being high in Vitamin C and Antioxidants. All of the flavors were enjoyable, but surveys conducted conclude that Mango was the Campus Closet favorite.



Potential Health Benefits of Hibiscus:

- 1) Packed with antioxidants
- 2) May help lower blood pressure
- 3) May help lower blood fat levels
- 4) May boost liver health
- 5) Could promote weight loss
- 6) Contains compounds that may help prevent cancer
- 7) Could help fight bacteria
- 8) Tastes great too



6) Create a Special Event (taste test)

Alpena High School's Campus Closet hosted a taste test in the commons for the new Bare Baked Crunchy chips. Flavors included: apple, cinnamon apple, banana, and coconut. During the taste test, the banana and coconut bags were the first to empty, meaning the students and staff liked those flavors the best.



7) Advertise with Signs in or outside the store

Try Our New Bare Fruit Chips!



For \$2.99

Campus Closet found this new product while placing a Frito Lay order and decided to give it a try and sell it to our students. We decided to advertise these new chips because they are a new healthy snack.

8) Create a product display on floor/counter with signs



Our new graduation signs and banners are perfect for celebrations. The alumni crew and hoodie sweatshirts make the perfect gift for your graduate. Campus Closet offers merchandise with our new logo, and with the classic wildcat.



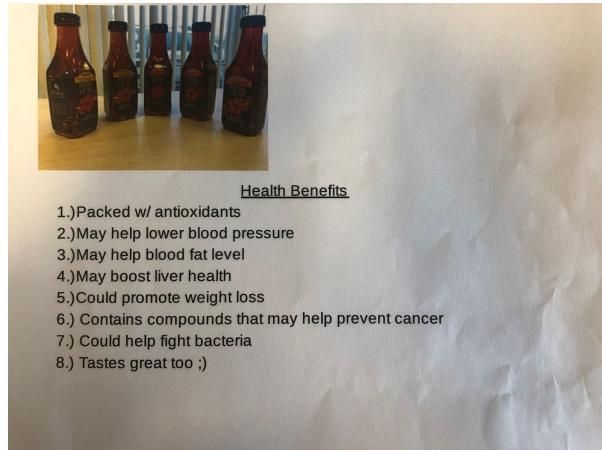
Conclusion:

This competition provided Campus Closet with the opportunity for our managers and assistant managers to take on additional leadership roles delegating and managing this project. Also, it allowed Campus Closet to heavily promote new items that had just arrived in our store. Finally, all of our student employees witnessed how working together as a team makes it so much easier to complete a task.

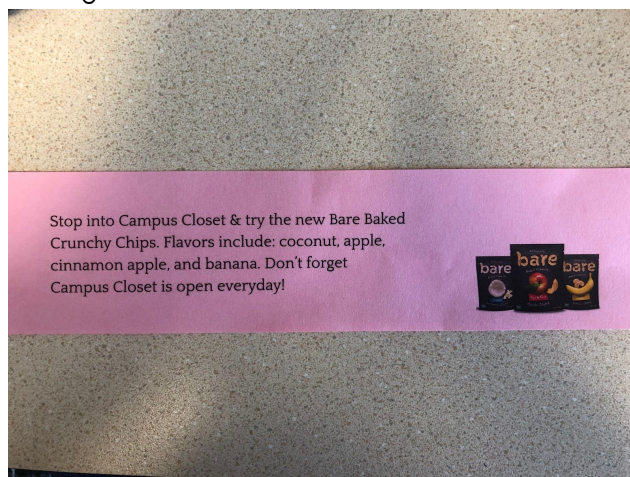


Appendix:

Information handed out in our store about new teas.



Information handed out about a new product during taste test.



Building our product display.



Coupon for graduation products.

