

Tyler Gottbreht, Jeff McDowell, and Ian Thompson

Shawn Perez

Marketing 3

Dec. 18, 2019

Winter Wonderland Merchandising Report

Our names are Tyler Gottbreht, Jeff McDowell, and Ian Thompson. And As Students of Shawn Perez' and Erica Johnsons marketing class at Heritage High School, we have been trained in the art of promotion and selling along with Customer Service , and as the semester nears an end, we were asked to put these skills to the test by organizing, promoting, and selling a product in a competitive merchandising contest. For this contest, we chose to focus on a specialty winter-themed coffee, The Winter Wonderland Mocha. We primarily focused on counter top merchandising where most of the merchandising was at the point of purchase.

Our marketing campaign has been running from December 2nd and will continue through December 20th. Our goal for our product was to sell approximately one specialty mocha per business day. In comparison to the last month's (November) total mocha sales, I would view this campaign as a success as we were able to increase total mocha sales by 300% from 4 to 12 hot mochas sold throughout the month. Total coffee related sales increased from 124 in November to 132 in December, so we still see the same 8 sale increase, but with a more modest percentage.



Winter Wonderland Mocha

WHITE & DARK CHOCOLATE

Available 12/2-12/18