

SCHOOL STORE POINT OF SALE

New Product Marketing Contest Spring 2018

Teacher: Teresa O'Dell

Student Participants: Austin Ardell, Jackson Pothast, Max Schmidtke, Kiana Yang

School: Sheboygan North High School

New products: 1. Raider Bowl
 2. Pop-tarts

1. Blue N Gold RAIDER BOWL

The Raider Bowl is a new item that we are developing this spring with the goal of introducing it in the fall for sale during new morning store hours. Blue and gold are our school colors. We are creating all promotional pieces now in order to do a soft introduction April 9 to April 20 in anticipation of a full introduction in the fall. Following is sales forecast data of our sample promotional period.

Projected Units sold week 1= 60

Projected Units sold week 2= 65

Projected \$ Sales week 1 = \$90

Projected \$ Sales week 2 = \$97.50

Projected Gross Profit week 1 = \$31.42

Projected Gross Profit week 2 = \$34.04

Gross Margin = 35%

We created several promotional items in advance of this product launch: outside signage, inside signage, an announcement and a commercial.

Outside Display:

Raider Bowl 1

[Sign](#)

[On Door](#)

Raider Bowl 2

[Sign 2](#)

[On Window](#)

Raider Bowl 3

[Sign 3](#)

[On Window](#)

Inside Display:

Blue N Gold Raider Bowl counter sign.



[On counter in store](#)

2. POP-TARTS

We added Pop-Tarts to our product offering in February. Sales were dismal. We created inside signage to create awareness of our new item and put Pop-Tarts on a display shelf in the store window on March 8. From March 8 until March 23, our sales increased as shown below.

	Item	price	cost	profit	2 week sales units	2 week sales \$	Cost	Gross Profit	Gross %
without promotion	Pop-Tarts	\$ 1.00	\$ 0.44	\$ 0.56	2	\$ 2.00	\$ 0.88	\$ 1.12	56%
with promotion	Pop-Tarts	\$ 1.00	\$ 0.44	\$ 0.56	7	\$ 7.00	\$ 3.08	\$ 3.92	56%

Announcement

[Announcement for Pop-Tarts - New Breakfast Item](#)

Inside Signage

We created this colorful, display for our counter to promote our product.



[On Counter in store](#)

[On Counter in store 2](#)

Commercial

We created this video commercial to promote both the new breakfast items : Pop-Tarts and the Blue N Gold Raider Bowl

[New breakfast items 30 second commercial - Pop-Tarts and Raider Bowl](#)