School Store POS Workshop

Why Start (or keep) a School Store?

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- New Academics of Business Math & Vocab.

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- Sell Custom Services: Posters, Awards, Embroidery, Greeting Card Printing, ...

Make Store Goals Measurable

- **Teach Business Skills =**

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  - 30 students become skilled cashiers

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- **Increase Apparel & Spirit Item Sales =**

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- **Increase Apparel & Spirit Item Sales =**
- Sell more to Staff (30 day charge & discounts)
- Sell more @ outside Events (mobile POS)
- Sell more to Alumni & Parent with Web Store

Start your Master Plan early!

- Recruit "prime" student employees

- Resume & Interviews

- Make Adv. Marketing (School Store) the most popular elective

Rotate & Manager better

- Divide Class in Small Groups.

- Rotate Group work days in store

- Remaining students work on store promotions

- Rotate Job titles in Store
  - Cashier, Back-Office Accounting
    - Brand Manager, Security
    - Maintenance, Shift Mgr.

Measure Attendance & Performance

- Employee Time Clock
- Employee Sales Graphs & Reports
- Monthly Review (check list)
- Assign & Evaluate a Store Marketing Activity
  - By Group or Individual
  - Use POS Sales Reports
  - Get Customer Feedback

Store Marketing Activities

- Marketing Surveys for new items
- New Inv. presentation for Admin Approval
- Smart Coupons (certain Dept, Category, item)
- Combo Deals (name branded after staff)
- 100th Customer Promo
- Class Sales $ contest (Seniors $ vs. Juniors $)
- Arrange for new Vendor presentations

Store Marketing Activities

- Pop-up Remote Stores (mobile POS, suspend)
- Calendar Promo by item, category, dept..
- Candy Gram, Balloons, flowers delivery service
- Spare penny donated to Charity
- Charity of the Month (% sales)
- QR Code web coupons
- Digital Sign specific Adv. On certain days

Store Marketing Activities

- Spirit-wear Day discounts

- Recharge Gift or ID Card, get Free...

- Classroom delivery service

- Mix-Match $ Deals

- Seasonal Apparel Clearance

- Mystery Shopper program

- Re-Brand Store Themes, Logos, Uniforms...

Store Marketing Activities

- School Store Video & Audio Commercials
- Fashion show to choose next year's apparel
- Holiday Photo Booth
- Create employee manual
- Create POS Tech. Admin. Guide
- Give employees $5 house charge (30 days)
- Sell apparel in multiple non-school colors!

Store Marketing Activities

- Email & Face Book data-mining

- Email Marketing Broadcast

- Social Media Campaign (Contest, Survey..)

- Web Store Development

- Internet Search Engine Positioning

- POS suggestive selling prompts

- Cashier Sales Contest

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Store Marketing Activities

- Local Newspaper Adv. Donation
- Visit Mall for left-over space
- Create a kiosk for school hallway
- Fund raising Cards get 20% discount
- Please offer us more activities

Conclusion

- A School Store is a Business Laboratory that serves many important functions.

- Get serious & excited about the school store and others will too.

- Have a plan that will deliver measured results.

- Challenge & engage your students with exciting activities!

- Email us More School store ideas – Thanks