

Plymouth South HS (MA) SBE Best Practice
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The Panther's Den Best Practice: Specialty Areas

Although the traditional area of the Panther's Den is popular among the students, it is the two other specialty areas of the store that provide the greatest customer traffic and product alternatives. For example, in one part of the store we offer breakfast foods such as oatmeal, fresh fruit, a variety of Kashi cereals, freshly baked bagels, and a variety of breads for toasting. A commercial microwave oven allows us to sell soups and other hot foods.

Another area of the store is a place where students can run seasonal promotions for various food and non-food products. Some examples include Peanut butter and jelly sandwiches that were part of a cross-promotion with the movie *Talladega Nights*. A variety of decaffeinated Teas and frozen fresh fruit smoothies are also introduced at various times of the year. Most of these products are sold for short periods of time to maintain "newness". We have also used this area to stage a "design-your-own t-shirt" promotion using iron-on letters and decals.

We have found that frequently changing the items we sell promote in these specialty areas of the Panther's Den gives students and staff a reason to come by and "check out what's new".