

Sparta HS (WI) SBE Best Practice

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Marketing Teacher, Kathy Mathweg, started the Spartan Store over 30 years ago. The store started out to be an outlet for Spartan Apparel, which was a need in Sparta in the 70's. It revolved into a full retail store selling food, small engine parts, school supplies and novelty items. Today, the store still has all of these departments. But the food mix has changed a lot. With the push to be healthier, the school districts will not let the store sell candy any more. We are still able to sell GUM, which is the best seller in the store. We also sell fruit snacks, beef jerky, muffins, and crackers. We have changed the beverage line to more Gatorades, juices and water selections. Each year we order one signature sweatshirt. This year we had them in both red and gray. We also carry Children clothing in which has been very successful this year.

Some of the ways we try to reach our customers are by having the store open during home volleyball, basketball and wrestling games. We are also open on Parent - Teacher conferences nights. We always kick off the year by being open for Freshmen Orientation. This year we took the store to the Middle School. This was the most successful event I have seen since I have run the store. In a matter of 1 hour we sold over \$800.00. The staff at other schools in the district love to wear School Spirit items but it is hard for them to get to the High School to shop.

We are in the process of putting the store on-line. Hopefully in the next year or so everyone will be able to access our Spartan Store.