

Cinnaminson HS (New Jersey) SBE Best Practices

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One of our best practices is that we offer well known brand name merchandise to our customers at discount prices. This is High End Giftware, including Lenox, Fitz& Floyd, Dept. 56, Possible Dreams, Pipka Santa's, Demdaco Willow Tree Angels & our Bridgewater Candles, just to name a few. Some of the High End Brands that we are researching to carry in the student store for the next school year are Vera Bradley Handbags and Accessories, Maybeline Cosmetics and items from New England Coffee Company.

What has been most successful for us:

The Lenox merchandise at discount prices has been the most successful vendor for us. It is a well known name that we discount to our customers. Also, because of the high volume we do with Lenox, we have now been recognized as a Dinnerware Account. This means we can carry the Lenox Dinnerware, Flatware and Stemware line so that we can accommodate Bridal Registries. Since we have become not only a Giftware account but a Dinnerware account we have serviced 8 brides to date. Each order has totaled approximately \$2000.00. This is unusual for a School-Based Enterprise.

A unique product that we found:

Mandatory Gym Suits were a unique product. The students were coming to gym class poorly dressed. The Board of Education approved a uniform that the students would have to wear to gym class. The Marketing Students/DECA held a contest for students to design their own gym suits. The winner was black double meshes draw string short and a grey t-shirt both displaying a Cinnaminson HS logo. The gym suit is "key stoned" from the wholesale price which is our largest revenue item.

We have done the following in response to the new guidelines for Healthy Foods:

We no longer sell soda, but we have replaced it with flavored water from Coke and Pepsi. We carry juice from Tropicana and our new and extremely successful product is Vitamin

Water. This is distributed by Canada Dry the phone number is 1877-Glaceau or www.vitaminwater.com. This item is truly an unbelievable seller. Also we carry snack foods from John Whalen Sales. 100 West Hoover Ave Suite 6 Mesa Arizona 85210 phone 800-235-9588. The students love their snack food products.

Additional items:

We offer gift wrapping services for a small fee. We are well known for our gift wrapping and our bows. We will be starting a Candle Club next week. For every 6 candles purchased by the customer, they will receive a free candle of his or her choice. We will keep track of candles purchased by stamping their Club Card. With the upcoming Easter Season approaching, we will be making custom Easter Baskets. We have established an account with Fed EX so we will be able to offer to send their baskets any where in the country.