

SECTION 10**MERCHANDISING/PROMOTION/DISPLAY**

STANDARD: Utilizes variety of promotional activities to appeal to target market

Level of Achievement: GOLD

Date: December 30, 2007

Description/Documentation of Achievement

The *Cougar Café* utilizes advertising and promotion for increasing awareness of new products and product lines. During the 1st Semester of the 2007-2008 school year the café staff developed several new beverage products requiring promotion to generate customer interest and increase sales. The café staff developed a weekly beverage special promotion in order to promote the new beverage products.

A survey of students determined a desire for a coffee card available for purchase. Students requested the gift cards to purchase beverages in advance and to give to classmates as gifts. Parents and faculty members began making the request. The marketing students designed a “Coffee Card” and began offering it for sale in December 2007.

The January 2008 an advertisement designated to run in the school newspaper highlights the various weekly beverage specials as well as the “Coffee Cards”. Students also created posters to promote the “Coffee Cards” and provided free samples as promotional activities to introduce customers to the new beverage products.

SECTION 10

MERCHANDISING/PROMOTION/DISPLAY

STANDARD: Utilizes creative displays to attract buyers

Level of Achievement: GOLD

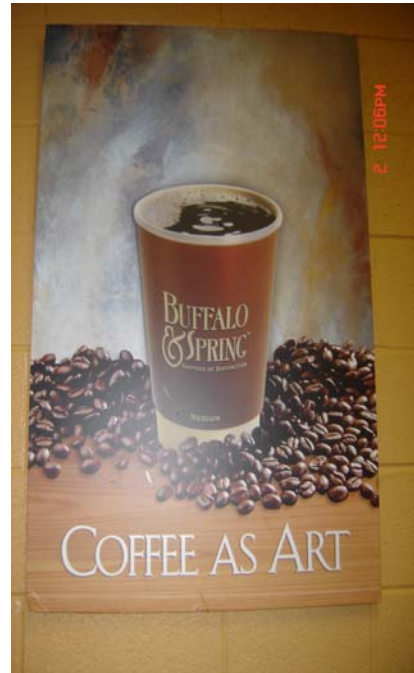
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Description/Documentation of Achievement

The *Cougar Café* and the marketing students understand that creative merchandise displays generate customer interest while providing customers with a visual presentation of the products. The marketing students create product information displays and boards for all beverages provided and new menu items as a project activity. The marketing students also maintain and update a DECA display that promotes DECA as well as displaying course material and previous awards received.

The visual displays are designed to integrate the various product lines for an attractive and informative display. The café currently displays product choices on chalkboard displays and promotes the coffee line with a canvas painting.

DECA members are requesting an additional display case or for permission to purchase a new display case for the 2008-2009 school year. The marketing students would like to provide a visual product display near the administrative office to promote the creative display of school spirit as well as promoting the products and services available at the various School Based Enterprises (*Cougar Café*, *Cougar Corner Store* and the *Centennial Financial Center*).



SECTION 10

MERCHANDISING/PROMOTION/DISPLAY

STANDARD: Demonstrates that merchandising/promotional activities impact sales and/or build store image

Level of Achievement: GOLD

Date: December 30, 2007

Description/Documentation of Achievement

The *Cougar Café* provides visual displays to promote café beverage products and new menu items. The informational displays allow potential customers to see the beverage products available prior to their purchase while generating interest in the new menu products. The displays have increased sales in both the low-fat and fat-free beverage products available during the 2007-2008 school year.

The marketing students have created a very positive image for the *Cougar Café* through their merchandising and purchasing efforts. The students could only purchase the café products prior to arriving at school or during lunch. Customers feel the café is reasonably priced and offers a variety of gourmet coffee and non-coffee beverages that addresses their wants and needs in the form of a cafe. The customers have reported and praised the cafe and its staff for working hard to provide them with a true gourmet coffee house experience that they have wanted as a part of the school community.