

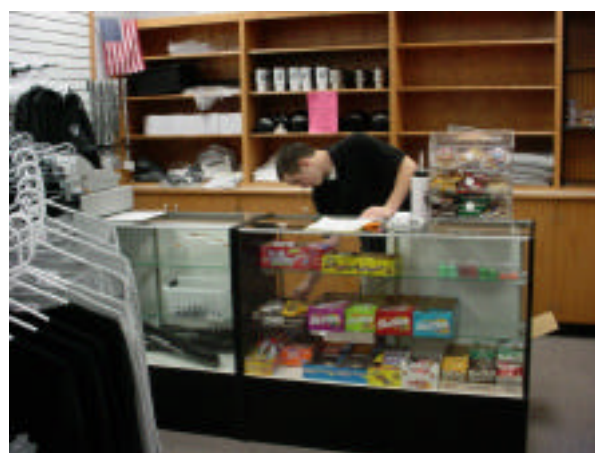
Titans Corner, Dominion High School, Sterling, Virginia

Titans Corner Debut Year is a Truly Titan Success!

Titans Corner, Dominion High School's SBE, just completed its first year of operation, with sales exceeding the \$20,000 mark in the first five months of operation. Titans Corner sells spirit wear such as sweatshirts and t-shirts, as well as spirit items such as pom poms, spirit sticks, mugs, lanyards, and tattoos. But our most popular product line is our food and drink selection. Titans Corner averages \$100 in sales each morning because of the popularity of products like Tropicana juices and Otis Spunkmeyer muffins and cakes. Allen Eickelberg, Titans Corner Student Store Manager, stated, "The key to our success was getting started prior to school beginning and working with local businesses to get sponsored spirit items to sell at 100% profit or give to the community as a sales incentive." Vicki Duong, Dominion Marketing Co-op student will tell you, "Presentation of merchandise is everything." Students like Vicki practiced visual merchandising on a daily basis by deciding how to place products within the store and how to create displays that would appeal to customers. Marketing Advisor, Sandi Tucker, stated, "Overall it's been a valuable learning experience for all involved, including myself, and the students are looking forward to expanding the business and adding new products." Titans Corner is already gearing up for this next school year with products that will target Dominion's first graduating class.



Some of Titans Corner's most popular items



Marketing students restock to prepare for the next day's opening