

School-Based Enterprise
Re-Certification Program
Documentation Report Form

Section: #5: High Performance Factors
Standard: Demonstrates a creative approach to marketing functions
Level: Bronze

Marketing Information Management: Ninth graders in the World of Business class conduct secondary research on new trends in the quick serve industry and primary research to determine new student's wants and needs. Seniors attend the National Restaurant Association Food Show to meet with prospective vendors and try new products.

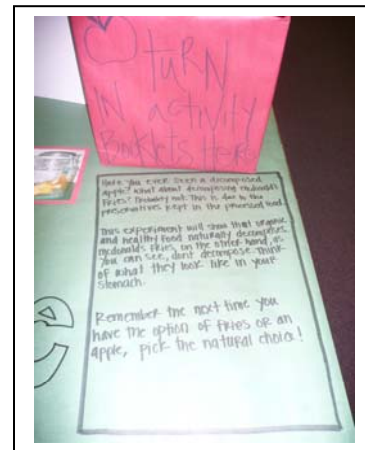
This year as a Public Relations project two seniors did The Bite into Health Campaign. Their main focus was to inform kids about healthy and not so healthy choices. The two seniors put a whole day together where classes were able to come to the north lecture hall and watch the movie Super Size Me. Super Size Me is a movie about a guy who eats nothing but McDonald's for thirty days. They showed this movie to make their point that processed food is not good for you or your body. After the movie day they put a display in the library of processed and natural food like broccoli, a hamburger, French fries, and a potato to compare and contrast on how natural food decomposes faster then processed. The display also featured poster like think about what you are putting in you body and also directed students to the school store. The school store followed along with this campaign and put a display of healthy alternative other then cookies on the counter. We also posted signs around the school telling students that the school store is more then just cookies along with announcements that are read every morning. The seniors also put together a short five day activity log that students were suppose to fill out and return to them in return they could possibly when a prize of some sort like a shirt or a gift card to a gym.

Distribution: Although we are limited to our school store location, we've been known to utilize creative methods to get our products into our customer's hands.

We also allow special orders to teachers and such. All they have to do is put in the order of what they want and then we bake their order. When their order is ready it is delivered to their classroom and then we will bill them for their order. This method widens our distribution to customers as well.

Selling: In addition to providing excellent customer service on a daily basis, we occasionally engage in what we call special sale days. For example, we may make cookie hats that advertise a new cookie, or we may decorate the counter to feature a new product. During our December Bite into Health Campaign, we covered our counter display case with pictures of different healthy alternatives that we sell in the school store. We also put signs up around the school about are many different healthy choices in the school store.

Pricing: While our markup is quite high on some items, and breakeven on others, we don't follow a strict pricing policy. Instead we poll the students to determine what value they place on the item. This way, we are not playing around with pricing; we are actually setting the price at what the consumer will pay.



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Standard: Utilizes marketing research for business decisions
Level: Silver

In the past, students have used the knowledge gained in Marketing and World of Business classes and developed an online survey for teachers and students to fill out to gather information regarding interest on the school store. The Spartan school store employees and DECA officers administer surveys to the Lincoln East student body and staff to gain information of the sales and satisfaction of our customers. In this past year DECA has conducted research of the possible sale of dolphins and coffee. Coffee was ruled out; however dolphins are now carried, and are good seller.

Above: A sample of a healthy snack survey given out to Lincoln East student body.

What do you want for a Healthy Snack?

Choose no more than 3 snacks that you would like, and buy from the school store

_____ Nutrigrain Bars

_____ Pop Tarts

_____ Chex Mix

_____ Dried Fruit

_____ Trail Mix

_____ Granola Bars

_____ Graham Crackers

_____ Carrot Chips w/Ranch

_____ Apples with Caramel

Please Add More
Suggestions _____

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Section: #5: High Performance Factors
Standard: Identifies ways the SBE competes with price and non price factors
Level: Gold

The Spartan School Store competes with price and non-price factors in many different ways. By introducing many new products to our inventory we needed to look after costs. The employees in the school store and students in marketing classes had to determine the best prices that our market would pay, for our new products, while maximizing profit. They also looked at different sizes that were offered of our new products and their prices.

With this data, DECA students and employees concluded that we needed to figure out good ways to determine prices so we decided to research what convenience stores were charging and determine what was necessary. The Spartan School Store competes on a non-price level too. We have the best quality of food offered at our school. Our quality of service and products are above the standard at Lincoln East. We are a value-oriented business that demonstrates customer service, and quality of product. The Spartan School store is also a monopoly. During the day at Lincoln East there are no other methods of competition other than vending machines that only offer drinks. We have exclusive control over our service and the means of pricing our products. Our drinks are competitively priced with cafeteria and vending machines and our food is priced 50%-100% of cost.

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Section: #5: High Performance Factors
Standard: Marketing activities support defined mission statement & Operating standards
Level: Gold

The mission statement of The Spartan School Store this year is:

“To go above and beyond in satisfying the student body and staff’s appetite and nutritional needs. To provide nutritional foods and Spartan apparel and to strive for exceptional customer service.”

By only offering cookies and sweets to Lincoln East for years it was a mission of The Spartan School store to offer more nutritional valued foods. This process started with the addition of two School Store DECA officers appointed to the Lincoln East DECA officer team in 2007. . Also, each year Lincoln East DECA sends several students to Chicago to attend the NRA Food Show.

Not only are the School Store Officers responsible for adding new food items, but all employees of The Spartan School Store and DECA officers have a goal of reducing the amount of high fat, high sugar choices for students and staff, and replacing them with more healthy alternatives.

To be a Spartan School Employee you must undergo regular training. Deficiencies in operating standards are communicated through the white board hanging in the school store, notices sent out to students in class, and verbally from the advisor and school store managers. Students in the past have been terminated from working in the school store. Examples of not following company policies are: stealing, tardiness, not fulfilling duties or tasks, and poor customer service.

Spartan School Store
Vendor List 2007-2008

Pegler Sysco Food Services Company
1700 Center Park Road
Lincoln , NE 68512 (402) 423 – 1031

Sams Club
4900 N. 27th St.
Lincoln, NE 68521
(402) 438-3540

Swirl Slushie
Earl Haas
Culpepper Sales, L.L.C.
4385 Westgrove Drive
Addison, TX 75001
Ph: 877-777-6565
www.swirldrink.com

Country Meats
<http://www.countrymeats.com/Order%20Form1.htm>

Otis Spunkmeyer
8550 S 137th Cir
Omaha, NE 68138
(402) 891-8895

American Bottling Company
4801 Superior St
Lincoln, NE 68504
(402) 464-3163

Big Apple Bagels
6105 O St
Lincoln, NE 68510
(402) 483-6688

Velocitee Apparel
2630 N. 27th Street, Lincoln Nebraska 68521