



School- Based Enterprise Certification Program

North Gwinnett DECA Chapter

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Gold Certified 2009

Recertified 2011



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The Dawg House, the School-based Enterprise (SBE) at North Gwinnett High School, was named in honor of the school's mascot—a bulldog. The SBE opened in 1999 and became the first real school store in North Gwinnett's 40 year history. The Dawg House was first awarded Gold Level status in 2005. For the past two years at the DECA International Career Development Conference, the Dawg House was also recognized on stage as a "Top Presenter" at the SBE Academy.

For over twelve years, the Dawg House has strived to offer a real-world learning experience for the marketing students that run the store and provide a service needed by the students, faculty, and community of North Gwinnett. During the past year, the Dawg House has expanded its operations by creating a new Dawg House Facebook page, adding a new freezer with a sliding door to allow the sale of frozen products, and used marketing research to order more specialized supplies for teachers.

Students truly run the store—they choose the merchandise, determine the prices, create the displays, serve the many customers each day, and really make the Dawg House an enjoyable place to visit. Students also serve as managers and mentors for their peers—learning valuable interpersonal and communication skills in the process.

On a typical day, over 210 transactions are processed in the SBE. The store currently has a large inventory of items, covering eleven main lines: balloons, apparel, NG logo items, drinks, baked items, candy, gifts, school supplies, flowers, cards, and plush animals. Students are huge fans of the sweatshirts with hoods and cannot wait to buy the "Senior 2011" shirts. Faculty favors the North Gwinnett apparel that can be worn on "Casual Fridays" with a pair of jeans. The community members and alumni have become loyal customers to the Dawg House and favor the North Gwinnett logo items and spirit-wear. Parents enjoy being able to shop on the Dawg House's website, pay with Visa or MasterCard, and have their purchases delivered to their students during the school day—especially large bouquets of happy birthday balloons. Students and faculty frequently purchase Otis Spunkmeyer's yummy cookies or a Breeze Freeze frozen drink with a Hot Pocket sandwich—and hang out in the store for a while.

Section 1 – Goals

Inventory Turnover:

1. Our goal is to limit the time apparel inventory is on the shelf.

- After completing the store's inventory, many SBE associates realized we still had apparel from years before. The managers decided to have a clearance sale and to promote it as a "Black Friday Sale." The sale consisted of all items that were over two years old and the prices ranged from \$1 to \$15. The gross revenue of the sale totaled \$1,514.74 and was very successful.

2. Our goal is to eliminate non-profitable products.

- In the spring semester of 2010, our school opened a coffee shop, the Java Dawg Café. With the opening of this SBE, our cappuccino sales decreased. We went from \$1,063.50 in the fall semester to just \$350.85 in spring semester. Due to the drastic loss of sales, we found it to be more beneficial to eliminate this product.

Sales & Profit: Our goal is to maintain daily average profit.

- Faced with decline of over 1,000 students, maintain daily average sales of \$205.67 and daily average profits of \$89.13. To keep sales and profits steady, we planned to add new products to our inventory. These new products include: Jack Links beef jerky, ice cream, "Hot Pockets," Cheese-Its, and fresh popped popcorn (shown below).

We also began utilizing satellite locations. This allows the store to sell in multiple locations. This year we set up a permanent location to sell Otis Spunkmeyer cookies. It is located right outside the school store near the commons area. Additionally, we sold spirit wear at some of our home football games.

Full Revenue vs. Discounts: Our goal is to offer the majority of products at full price, while still offering a 10% discount to faculty and staff.

- Continue to sell items at full price to student-body and community members.
- Continue taking 10% discount for faculty and staff (including all Gwinnett County employees) on non-food items but discontinue taking 10% discount on food items.
- Offer local little league park teams 10% discount.



During PTSA Open House orientation, along with the first week of school, a sale will be offered to focus on depleting the previous year's inventory at a discount of 25% off. If there is less than two of an item, it will be sold at a discount of 50%.

Proper Product Mix: Our goal is to continually adjust our product mix to reflect the needs of our customers.

1. To increase inventory of apparel that is size appropriate for teen girls: Traditionally, the school store has purchased apparel that is unisex. To appeal to the female student body, utilize vendors that have apparel in teen girl sizes.
 - Utilize the POS system to re-order appropriate sizes when needed.
2. Survey faculty and staff for upcoming needs.
 - Because of the survey, we plan to stock violin strings and rosin for the Orchestra classes.

Marketing Plan: Our goal is to continue to update marketing plan, especially focusing on creating a larger presence on social media sites.

Monthly Marketing Activities

- Update FaceBook page with current specials
- Weekly Twitter updates
- Website updates — Update website weekly and as needed.
- “Item of the Week” promotion is completed by students in Marketing Lab and place an update on the Dawg House web page about the “Item of the Week”
- Weekly announcements and scrolling announcements for Dawg House

May

- Begin planning for the new school year
- Mandatory staff meeting
 - Evaluation of previous year
 - Procedures for next year
 - Make decisions regarding marketing mix on what to sell, what price levels to set, promotional plans, and where to place items.

July

- Initial visual merchandising planning for back to school
- Order items with quick turnaround times
- Training day for staff in SBE

August

- Create Twitter and FaceBook pages
- Store opens during school open house orientation in order to familiarize new students with The Dawg House

September

- Marketing will focus on football season – spirit wear and accessories
- Begin advertisements on closed circuit television broadcast, School webpage, Store webpage, flyers on bulletin boards throughout the school, and emailing teachers.

October:

- Set up Halloween visual merchandising, decorations, window change, and displays
- Focus on Halloween balloons and candy items

November

- Set up Winter visual merchandising, decorations, window change, and displays

December

- Mid-year (18 week) inventory
- Begin planning for Valentine's Day (order and accommodate Valentine's Day balloons and plush)

January

- Host a "New Year" sale on older merchandise
- "Item of the Week" advertising preparation
- Continue preparing SBE for upcoming Valentine's Day sale
 - Arrange balloons, specialty bouquets, and flowers
 - Ensure that inventory of balloons and plush reflects estimated demand for holiday
 - Take pre-orders for Valentine's Day balloons and flowers
 - Print pre-order forms for the entire school population and place in 3rd period advisement teacher's mailboxes. Offer discount or incentive for pre-orders to increase overall sales.

February

- Valentine's Day (sell approximately \$1,900 in balloons, plush and flower arrangements and to be delivered)
- Set up school spirit visual merchandising, decorations, window change, and displays

March

- Put up "Spring Break Countdown" display on advertising whiteboards and SBE bulletin board
- Markdown items in order to reduce inventory before school year's end
- Host interviews and screen student applicants for Dawg House Marketing Class for next school year

April

- Focus marketing efforts on graduation gifts
- Begin strategizing for next school year — get input from students on trends for new school spirit merchandise and new food department products
- Remove Spring Break visual merchandising items
- Set up Graduation visual merchandising, decorations, window change, and displays

May

- Mark down prices on all merchandise for end of school year
- End of the year inventory
- Release merchandise stored away for the upcoming school year
- Take down Graduation visual merchandising
- Set up School Spirit visual merchandising, decorations, window change, and displays

Healthy Alternatives: Our goal is to continue to add and replenish products that meet guidelines for healthy alternatives to high fat, high sugar, and processed goods.

This year the SBE decided to add the following new products in order to increase the variety of healthy alternatives available for sale.

- Breeze-Freeze (100% Fruit Juice)
- Smart Water (Contains electrolytes for faster hydration and distilled water)
- Arnold Palmer Low-Calorie Tea (low sugar product)
- Otis Spunkmeyer Low-Fat Muffins (low fat product)
- Jack Links Lean Beef Jerky (low fat product)

Section 2 – General Businesses Practices

Store Training:

When a student is applying for a position in the Dawg House, the student must have completed a full year of a Marketing course. The staff is selected based on several factors such as: disciplinary records, class performance, moral character, and trust-worthiness. Students that have previously worked in the SBE for one year or more will be given the opportunity to be promoted to a manager position during their second year. The week before school starts, there is a training day that is mandatory for the advisor, managers, and staff. If a student is not able to attend, they are not permitted to work in the store. During the training, the associates learn skills that are required to run the store such as, locating products, ordering merchandise, balloon information, utilizing the POS register, completing inventory, window changes, and any other necessary training needed. Staff is able to apply what they learn on registration day, which is a few days before school starts.

During the first three weeks of school, student staff members may have daily lessons with either Dr. Jacqueline Huffman or a manager to discuss training operations such as security, delivery procedures, and food preparation. Staff is given an operation manual and tested on the content.

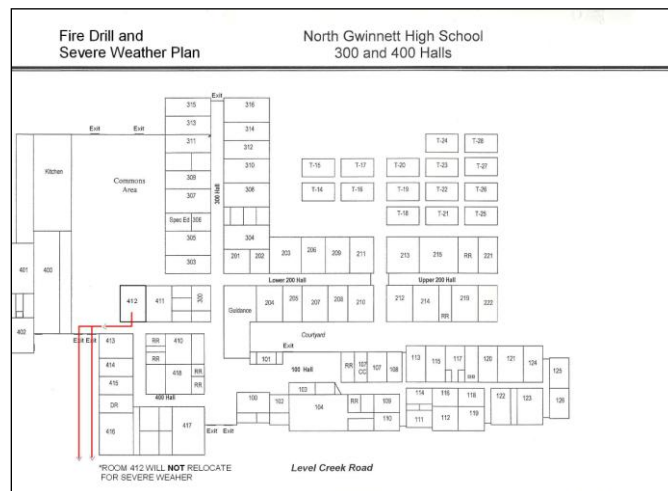
Safety Practices:

The Dawg House provides all of its staff and customers with a safe environment. The store is set up in a manner that allows easy access for customers to utilize the main hallways and near-by exits. Fire drills and severe weather drills are held on a regular basis to prepare for emergency evacuations from the store. Also, evacuation maps and instructions are posted on the back of every door. In case of a fire, staff should:

- Tell the customers to put down their purchases.
- Direct the customers out of the store and out of the school.
- Staff turns out lights and shuts the door.
- Exit the building calmly and in an orderly fashion (see evacuation chart below).

The store has a first aid kit and staff is trained to notify Dr. Huffman immediately so she may handle a minor injury. In case of a major injury, staff should follow the following procedures:

- Inform Dr. Huffman at once.
- Tell the student to remain calm.
- Send a staff member to the Office/ Clinic for help or use the emergency call button.
- Direct the remaining customers either to remain calm, or if needed, orderly leave the store.



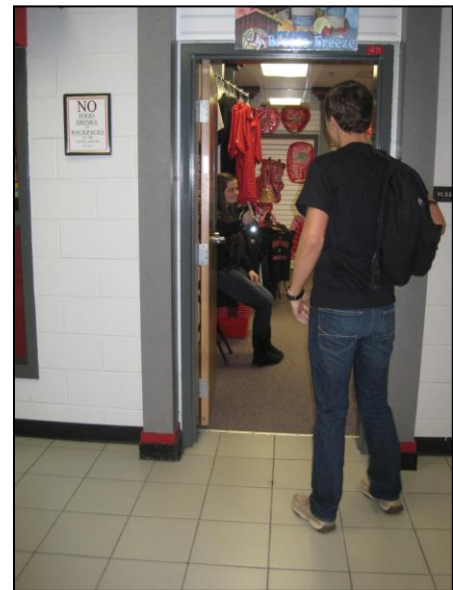
Since the store prepares and sells food, strict guidelines have been established to insure that the customer is provided with a safe and quality product. Any student that comes in contact with food must wear gloves. All food is kept in its original wrapping and the freshness dates are closely monitored—any food item that does not meet these two standards are disposed of immediately. Frozen cookie dough is kept sealed in a secure freezer until cooked and the dough

is never left outside of the freezer for longer than 10 minutes. All cookies are prepared to exact specifications of the manufacturer and stored in air-tight containers (even though there are rarely any left!)

Security Procedures:

Security is a very important aspect of the Dawg House. There are five cameras located in or near the Dawg House: two in the store itself, one in the storage room, one in the classroom, and one in the hallway leading to the store. These cameras can be monitored in the marketing office and also the assistant principal's office. The five camera feeds, with audio, are recorded daily for review if necessary.

The staff also understands how important security measures are to safeguard merchandise. Two staff members are assigned the duty of security at all times and are responsible for monitoring customers while in the store, detecting theft of merchandise, and keeping the flow of customers moving. Also, the staff members are responsible for allowing no more than ten customers in the store at one time and not allowing students to bring backpacks into the store. Due to our practices we have very little theft and shrinkage, but if a case should arise our staff knows not to address the person but to refer directly to the advisor. Customer theft is also reduced by keeping items that could be easily stolen behind the sales counter. Items such as candy must be acquired by staff members and paid for before a customer may take possession of the item. Shrinkage from employee theft is deterred by requiring each staff member to charge any item purchased to his or her store account.



This provides a detailed record of any purchase made. If a question arises regarding an associate, his or her account can be researched and matched with the security video tape to verify payment. After inventory was taken in May 2010, the shrinkage rate for all inventories was approximately 4%.

Customer Service:

The Dawg House staff wants all customers to feel welcome. Staff members give their full attention to the customer so they will feel welcome and more likely come back again. Also, if a customer is acknowledged, the customer is less likely to steal. Many of the Dawg House's customers are regulars and make the same purchases every day during lunch. Customers greatly appreciate the fact that staff in many cases can remember their names and have their purchases handy.

The Dawg House staff project a professional atmosphere where students and faculty can enjoy shopping. Staff is aware that they represent the Dawg House, Marketing Department, and North Gwinnett High School and must make a good impression on all customers. The staff plays appropriate music in the store to create a "social" atmosphere, especially during lunch when the majority of customers are fellow students. Also, the store decorations and displays are changed often to keep the shopping environment fresh for the customer. The Dawg House provides customers with extra services like balloon and gift delivery. Parents enjoy being able to order balloons for their children's special occasions on-line or by phone. Students benefit from being able to order balloons at school and have them delivered to their friends instead of stopping on the way to school or purchasing the balloons the night before.

The Dawg House does offer a return policy. The policy states that to return an item it must have been purchased within the last seven days, you must have the receipt, and it must be approved by Dr.Huffman.

Social and Civic Responsibility:

The Dawg House is very active in civic and social activities year-round. Each year North Gwinnett DECA and the Dawg House participate in Toys for Tots with the U.S. Marine Corps Reserves. Through the combined efforts in this activity over the past thirteen years, we collected and distributed approximately 34,000 toys. Over 4,200 children received toys during this holiday season alone, due to the Dawg House's staff efforts. The Dawg House also regularly

contributes items to numerous North Gwinnett organizations and clubs to assist them with their fundraising efforts. The store is often asked to provide items of clothing to students that, very sadly, do not have anything to wear. The Dawg House also supports school athletics by purchasing advertisements in the sport programs (see sample ad for Dawg House in 2010 Football Program).

BULLDOGS!!!
FROM THE DAWG HOUSE
NORTH GWINNETT HIGH SCHOOL SCHOOL STORE

200 styles of balloons

NG Jackets
NG Jewelry
Bulldog T-Shirt
NG Senior Shirts
NG Holiday Ornaments
NG Igloo Water Coolers

Poster Board
Broom Frenos
NG Polo Shirts
Plush Bulldogs
Tervis Tumblers
School Supplies

NG Hats
NG Ribbons
NG License Plates
NG Magnets/Decals
NG Sweatshirts/Pants
and much more!

Call us at 678-482-1025 to order balloons or other items for a special student!
We are located in the school and deliver during school hours.

WE ACCEPT VISA & MASTERCARD

10% coupon EXPIRES 12/10
DISCOUNT ON ANY ONE PRODUCT

north gwinnett bulldog football 149

Section 3 – Student Accountability/Involvement

Documents student work in SBE (e.g. hours, activities, jobs held)

Student Work

Advanced Marketing is a course where students earn credit and a grade for operating the school store, The Dawg House. Students, or staff members, are trained in the three main areas: register, balloons, and security. Each week a staff member acquires a “job” and these jobs are rotated weekly. Attendance is recorded by the job sheet, which must be signed by each student each day. After a student completes each job required for the day, a check mark indicates a completed task and the student receives a grade from this. (Duty roster included in Section 3). In addition to duties recorded daily in the store, staff is required to spend a minimum of five hours after school creating an original display in the large exterior display window. Attendance is recorded by staff members and Dr. Huffman. The window is also evaluated using a rubric for visual merchandising principles. Three examples of displays created by students are included below.



Utilizes student employee evaluation process:

The student-employee evaluation process consists of five main areas which are all assessed by Dr. Huffman.

- Daily evaluation of assigned duties or job assignments.
- Weekly evaluations of morning duty completion.
- Evaluation of required promotion plan for “Item of the Week”.
- Evaluation of outer window display at the end of each semester.
- Mid-semester and end-of-semester evaluations (evaluation included below).

DAWG HOUSE ASSOCIATE EVALUATION RUBRIC	
Student Name _____ Date of Evaluation _____	
Directions: Circle the appropriate point value for each of the skills or tasks below.	
Task/Skill	Points Earned
1. Student can correctly start and shut down the POS system.	0 1 2 3 4 5 6 7 8 9 10
2. Student can search for an item that does not have a bar code or will not scan.	0 1 2 3 4 5 6 7 8 9 10
3. Student can ring up the following items: T-Shirt and a mechanical pencil.	0 1 2 3 4 5 6 7 8 9 10
4. Student follows the correct payment procedures for cash and checks.	0 1 2 3 4 5 6 7 8 9 10
5. Student follows the correct payment procedures for credit cards.	0 1 2 3 4 5 6 7 8 9 10
6. Student follows the correct payment procedures for a charge on house account.	0 1 2 3 4 5 6 7 8 9 10
7. Student can prepare a balloon order form correctly.	0 1 2 3 4 5 6 7 8 9 10
8. Student can complete a balloon order correctly.	0 1 2 3 4 5 6 7 8 9 10
9. Student can complete the tasks of the security position correctly.	0 1 2 3 4 5 6 7 8 9 10
10. Student can prepare drinks to specifications.	0 1 2 3 4 5 6 7 8 9 10
Teacher Comments:	
Overall Evaluation Score _____	

DAWG HOUSE MANAGER EVALUATION	
Student Name _____ Date of Evaluation _____	
Directions: Circle the appropriate point value for each of the skills or tasks below.	
Task/Skill	Points Earned
1. Opens the store and POS system for the day.	0 1 2 3 4 5 6 7 8 9 10
2. Effective at visual merchandising techniques.	0 1 2 3 4 5 6 7 8 9 10
3. Maintains knowledge of current sales and promotions	0 1 2 3 4 5 6 7 8 9 10
4. Superior knowledge of payment and exchange procedures.	0 1 2 3 4 5 6 7 8 9 10
5. Keeps track of current inventory levels and reorders when necessary	0 1 2 3 4 5 6 7 8 9 10
6. Enters new inventory in to system	0 1 2 3 4 5 6 7 8 9 10
7. Makes sure that products has been rotated and grouped correctly when restocking	0 1 2 3 4 5 6 7 8 9 10
8. Student can create a new customer house account and process payments on accounts.	0 1 2 3 4 5 6 7 8 9 10
9. Supervises end of day zoning and closing procedures	0 1 2 3 4 5 6 7 8 9 10
10. Completes specialized management assignment:	0 1 2 3 4 5 6 7 8 9 10
Teacher Comments:	
Overall Evaluation Score _____	

Practices job rotation:

The Dawg House staff jobs are rotated each week. Rotation gives each student a chance to work each part of the school store. A duty roster is provided each day for each lunch period for students to sign and describes briefly their assigned tasks. Jobs include: Register, Balloons, Security, Promotions, Inventory, Office, and Vacation. Each student receives one week of “vacation” per semester. This gives everyone a break from working in the store and also time to complete the “Item of the Week” promotion project. (See two Duty Rosters included below).

5 th PERIOD					
THE DAWG HOUSE DUTY ROSTER FOR: _____					
NAME	POSITION	DUTIES AND RESPONSIBILITIES (Check off only after completing)	Time In & sign*	Done	Dr. H
	REGISTER 1	<input type="checkbox"/> Register <input type="checkbox"/> Serve Cappuccino <input type="checkbox"/> Empty and rinse Cappuccino machine drip tray <input type="checkbox"/> Restock refrigerator—make sure all of the drinks are out of the boxes/ trays/ plastic			
	BALLOONS 1	<input type="checkbox"/> Self prepare, or deliver <input type="checkbox"/> ALL BALLOON ORDERS MUST BE COMPLETED BY END OF 5 th PERIOD!!! <input type="checkbox"/> Check that all orders are completed and correct <input type="checkbox"/> Clean up area at end of shift <input type="checkbox"/> Restock balloons and supplies			
	SECURITY 1	<input type="checkbox"/> Supervise customers!!! Coordinate with security 2 <input type="checkbox"/> Empty store trash at end of period <input type="checkbox"/> Vacuum store and behind counter at end of period			
	OFFICE 1	<input type="checkbox"/> See Dr. Huffman			
	REGISTER 2	<input type="checkbox"/> Register <input type="checkbox"/> Serve Breeze Freeze to customers <input type="checkbox"/> Restock Breeze Freeze supplies <input type="checkbox"/> Empty drip trays at end of period <input type="checkbox"/> Refill syrup if needed			
	BALLOONS 2	<input type="checkbox"/> Self prepare, or deliver <input type="checkbox"/> Check that all orders are completed and correct <input type="checkbox"/> Clean up area at end of shift <input type="checkbox"/> Retape balloons on walls and check each balloon has a number <input type="checkbox"/> Check large storage room and straighten/clean/organize (the one down hallway)			
	SUB 1	<input type="checkbox"/> See Dr. Huffman <input type="checkbox"/> Sub for absent staff member <input type="checkbox"/> Clean wall 3 and restock wall 3 (this includes displays and columns)			
	SECURITY 2	<input type="checkbox"/> Supervise customers!!! Coordinate with security 1. <input type="checkbox"/> Straighten display—pay attention to the cub display and add merchandise <input type="checkbox"/> Clean classroom desks with windex #409 <input type="checkbox"/> Wash each door handle with 409 or Lysol (there are 10) DAILY			
	REGISTER 3	<input type="checkbox"/> Register <input type="checkbox"/> Restock muffins <input type="checkbox"/> Restock waters and Starbucks Fraps in refrigerator			

*Initial daily before start of 5th period

Associate Duty Roster

5 th PERIOD					
THE DAWG HOUSE DUTY ROSTER FOR: _____					
NAME	MANAGER	DUTIES AND RESPONSIBILITIES (Check off only after completing)	Time In & sign*	Done	Dr. H
	Cookie Manager	<input type="checkbox"/> Bake, Prepare, and sell cookies <input type="checkbox"/> Organize cookie area <input type="checkbox"/> Rotate stock			
	Muffin Manager	<input type="checkbox"/> Order Muffins if needed <input type="checkbox"/> Organize Muffin display <input type="checkbox"/> Help Cookie Manager			
	Balloon Manager	<input type="checkbox"/> Birthday delivery- Main contact <input type="checkbox"/> Oversee daily balloon operations <input type="checkbox"/> Check helium levels—tell Dr. Huffman at 500 (2000 is full)			
	Personnel Manager	<input type="checkbox"/> On Thursday, prepare duty sheets for upcoming week 4-6 periods <input type="checkbox"/> Input morning duty grades <input type="checkbox"/> Keep notebook updated with sign-in sheets and put completed sheets in teacher notebook			
	Cookie Manager	<input type="checkbox"/> Call to order Cookies when needed <input type="checkbox"/> Bake, Prepare, and sell cookies <input type="checkbox"/> Organize cookie area <input type="checkbox"/> Rotate stock			
	Candy Manager	<input type="checkbox"/> On Thursday, call ACC with candy order <input type="checkbox"/> Design and maintain candy displays <input type="checkbox"/> Organize candy area <input type="checkbox"/> Rotate stock <input type="checkbox"/> Keep spreadsheet of candy orders and analyze sales <input type="checkbox"/> Prepare report for Dr. H. <input type="checkbox"/> Tell Dr. H. if Starbucks are needed or any other item			

*Initial daily before start of 5th period

Manager Duty Roster

Dawg House staff is also asked to do different projects that provide additional learning experiences. Examples of tasks that are rotated among staff are: evaluating new balloons to purchase, selecting plush animals for special occasions, calling vendors to quote new products, and evaluating inventory to be placed on sale.

Provides (peer to peer) student mentors:

1) Student Mentors

Underclassmen as well as upperclassmen work in the school store. Many students have worked in the store for two to three years, which provides an opportunity for guidance. The “seasoned” staff members obviously have more experience and are looked to for help from the new and younger staff members. Staff managers serve as mentors for the new staff members, especially during the first few weeks of school. Recent graduates that were Dawg House staff are also asked to serve as mentors. The graduates serve as mentors/ trainers during the summer training days.

2) Organizational Chart and Job Descriptions

The advisor, Dr. Huffman, is the director of the program. Managers are selected by experience and qualifications. Staff members are rotated through different job responsibilities and departments.

- **Manager Positions:** Breeze Freeze Manager is responsible for ordering Breeze Freeze supplies, selecting new flavors to sell, maintaining equipment, and promotion of Breeze Freeze products. Web Manager is responsible for creating and updating the Dawg House web page. Balloon Manager is responsible for ordering balloons and helium directly from vendor, supervising staff while filling balloon orders, promoting new products, and upkeep of balloon work area. Accounting Manager is responsible for all reports,

deposits, change drawers, and monetary responsibilities. Cookie Manager is responsible for ordering cookies, and maintaining the ovens. Candy Manager is there to ensure that candy is ordered and maintained. Muffin Manager takes care of all the muffins, whether they are in the display case, or needing to be ordered.

- **Staff Positions:** Register positions are mainly responsible for register operation, customer service, product management, and appearance of store. Balloon positions are responsible for taking balloon orders, filling balloon orders, and delivering balloon orders. Security positions are responsible for monitoring customer activity while store is open and performing “housekeeping” duties. Office positions center on performing back-office functions for the school store such as preparing bills to be paid, filing documents, preparing next week’s duty roster, and other duties that keep the store running smoothly.

See pictures below to view Dawg House staff at work!



Outline of Duties Performed During a School Day:

Before School
6:40-7:10 A.M.

Open up
store

General
sales

1st Period
7:15-8:04 A.M.

Reset till and
complete
deposit

Settle
change
boxes

Minimal
sales

4th Period
10:10-11:04 A.M.

Order and
stock new
food items

Manage
cappuccino
machine

Keep up
with balloon
orders

Bake and
sell cookies

Manage
Dawg House
web page

Assign
duties/create
job rotations

General
sales

5th Period
11:10 A.M.-12:04 P.M.

Keep
inventory of
products

General
sales

Bake and
sell cookies

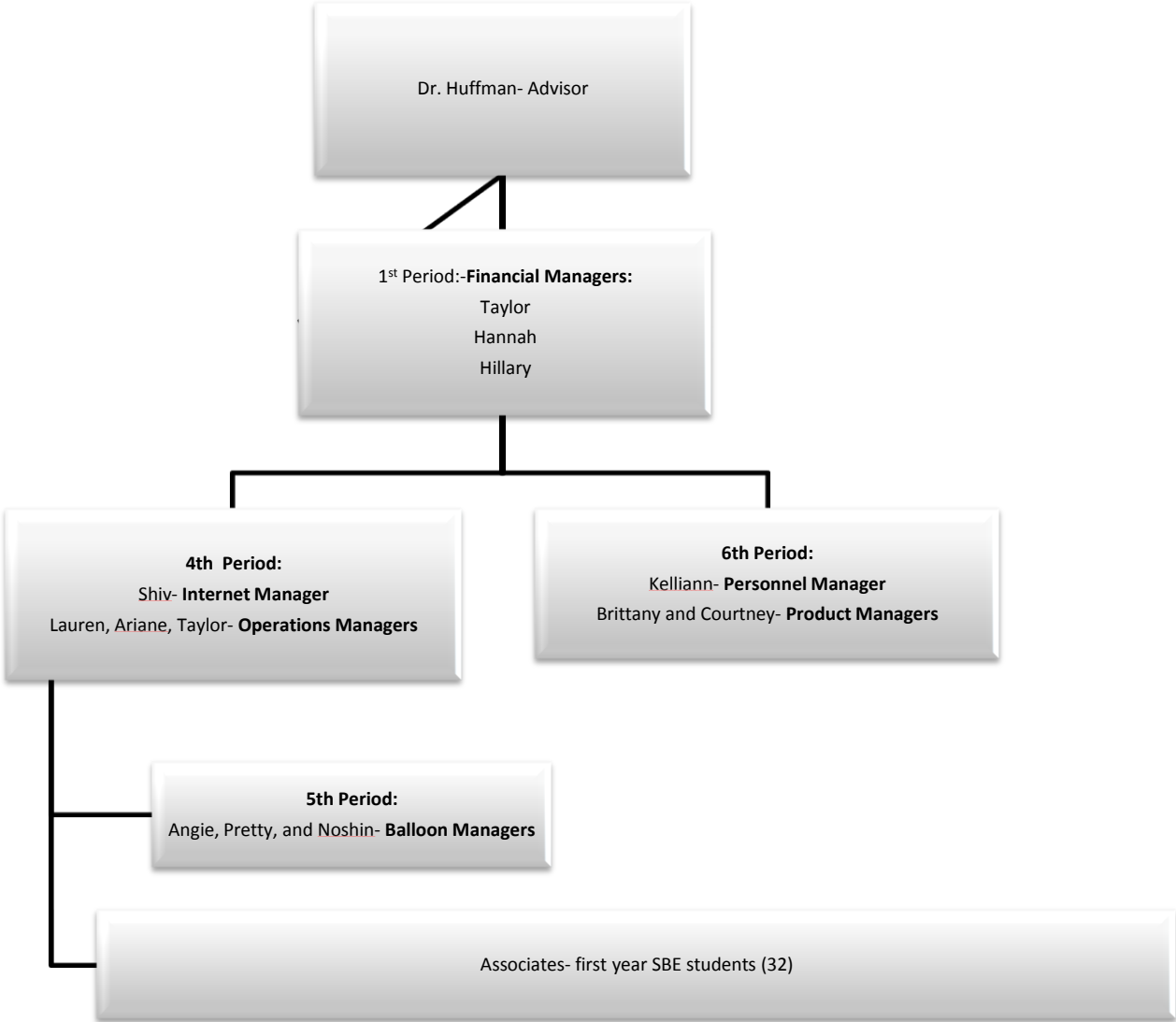
6th Period
12:10-1:04 P.M.

Complete
“end of day”
tasks

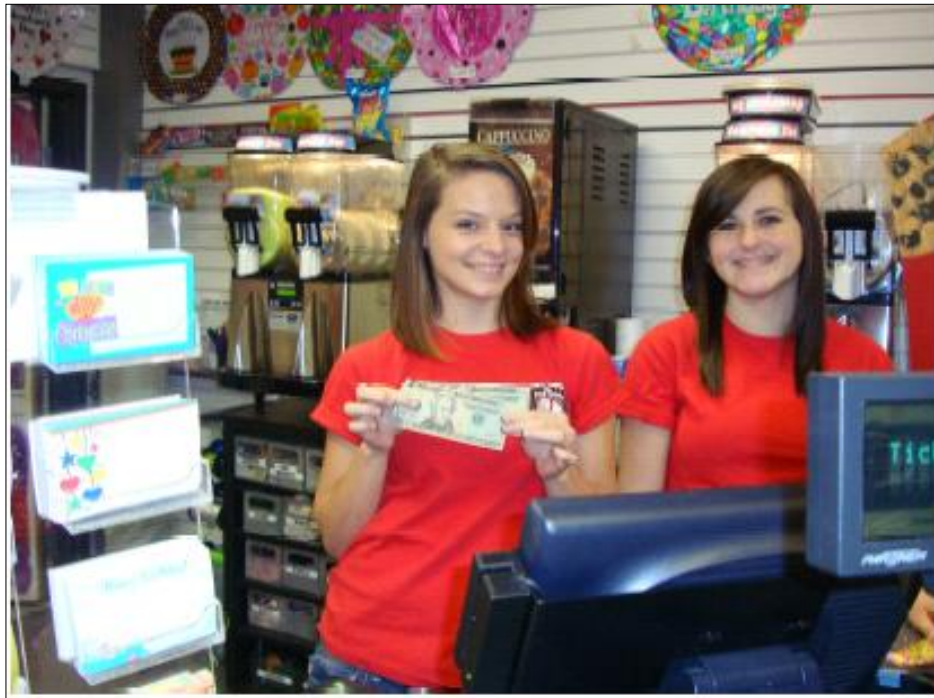
General
sales

Clean-up
after cookie
sales

Organization Chart for the 2010-2011 Dawg House Managers:



- **Finance Manager** – The managers that deal with the finance portion of the earnings do daily deposits, handle change, and also work with any money that comes into the school store.
- **Internet Manager** – This manager maintains and upkeep the school store website with new upcoming merchandise and current deals.
- **Operations Manager** – The register manager supervises all transactions and returns, along with following through with all transactions.
- **Balloon Manager** – The balloon manager makes sure that the store associates complete the balloon order form (below) and to always make sure to print a receipt for all transactions in this department.
- **Product Manager**- responsible for inventory for the store.
- **Personnel Manager** – The personnel manager is responsible for assigning job duties weekly for the school store staff members, changing the money till, and settles all credit transactions.



Section 4 – Merchandising/Promotion/Display

Utilizes variety of promotional activities to appeal to target markets:

The Dawg House uses a variety of promotion activities to appeal to different target markets. To appeal to the entire school population, each week, an advanced marketing student is required to complete an “Item of the Week” project by choosing an item from the store and promote it by creating a poster, a flyer, and a written advertisement for the North Gwinnett News Broadcast. This year, we also created a Dawg House FaceBook page and Twitter account.

Reaching out to the North Gwinnett community is also an important function of the Dawg House. Community members can register on the North Gwinnett High School website to receive weekly emails that include all of the current information about our school. The Dawg House regularly is included in the emails, called the e-news.

Utilizes Creative Displays to Attract Buyers:

The Dawg House uses a wide variety of displays that are changed often including: a large floor to ceiling exterior display window located in the front of the store; directional signs that are placed in strategic locations throughout the school to direct traffic to the school store and advertise merchandise; a glass showcase is changed weekly advertising a specific product or promotion (see picture below); interior displays inside the store; the sales counter is equipped with a lighted display case featuring items such as jewelry.







Exterior glass showcase display



Directional signs that can be placed anywhere in school building



Demonstrates That Merchandising/Promotional Activities Impact Sales and Build Store

Image:

Using data from the POS System, staff can easily track sales for a specific product. The week after staff member's "Item of the Week" is promoted; inventory activity reports are printed for the products previous history and compared to the week that the item was promoted. Results have been very positive with most items having an average sales increase of over 20 percent.

Advertising in the sports programs have brought attention to the Dawg House and informed parents about the services that we provide. Sales may not be immediate but parents will possibly order at a later date. Many times when a parent places an order for their student, they will mention the ad they saw months ago in the program and also say "We didn't have a school store when I was in high school!"

The windows attract attention for the store and the marketing program in general. When students apply to enter a marketing class, often creating window displays is mentioned as something that they are interested in.

Electronic media has been very effective. In December, when we held our "Black Friday Sale," many of our customers told us they read about our sale on our FaceBook and Twitter pages.

Section 5 – High Performance Factors

Demonstrates a creative approach to marketing functions by the following activities:

1) Distribution

Frozen products, such as ice cream and hot pockets, were not an option to sell in the school store mainly because of a lack of distributors that could deliver the items. Dr. Huffman had tried unsuccessfully to purchase and deliver the items to the store while still frozen. By working with one of our favorite vendors, we were able to persuade the company to make an investment in special coolers for their delivery truck that would keep the items had-frozen on dry ice.

2) Financing

The Dawg House accepts Visa and MasterCard for purchases. In Gwinnett County, North Gwinnett's SBE is the only one (out of 17) that accepts credit cards. At the 2010 SBE Academy, only one other school accepted credit cards. Also, the Dawg House bargained with Visa and MasterCard to have a simple monthly fee of \$25 to be permitted for the use of credit cards.

The Dawg House has another creative approach to financing—offering faculty and store associates the ability to open a charge account in the store to place purchases on a house account. The accounts help students and faculty because they might not always have their wallet on them, so they always have an account to fall back on. The account holders are responsible for paying off their accounts at the end of every month and can choose to pay using cash, check, or credit cards.

3) Marketing Information Management

As mentioned previously, the Dawg House utilizes the POS system to analyze data from the store. For example, the staff will use Valentine's Day 2010 sales data to better determine the amount of products to order, such as roses and plush bears. This data is critical when ordering items like fresh flowers because of the perishable nature of the item.

4) Pricing

Georgia laws allow SBE's to be tax free. The Dawg House uses those laws to a great advantage by advertising "We have a sales-tax holiday EVERYDAY!" By not charging tax, the Dawg House's products are normally less than other local businesses.

The store also uses creative pricing to increase sales. The store is featuring a "2011" sale in honor of the seniors graduating this year. The sale features creative pricing such as hooded sweatshirts on sale for \$20.11 and t-shirts for \$11.00.

5) Product/Service Management

The Dawg House strives to constantly offer new products in each of the product lines featured in the store. A new product that was recently added was the Jack Link's Beef Jerky and Beef Sticks. In addition, balloon managers are constantly searching for new balloons to widen the variety that the Dawg House offers. For example, the managers have recently been ordering singing balloons as well as fun-shaped balloons, such as hearts and flowers.

6) Promotion

Each week, one staff member must create a detailed promotion project called, “Item of the Week”. The project includes designing an advertisement, flyer, shelf sign, and a video announcement for a product in the store. The store associates are also required to prepare a window display for the outer window that is changed every major event or holiday.

The Dawg House also utilizes public relations to promote the store by providing merchandise to numerous non-profit organizations in the area. For example, each fall the North Gwinnett foundation sponsors an auction to benefit scholarship programs for North Gwinnett Students. The Dawg House donates a basket full of North Gwinnett items and receives a great deal of good publicity for doing so.

7) Selling

The Dawg House wants to try as many new ideas as possible, so the store has decided to add satellite locations. During all three lunches, there is a satellite location near the lunch room to sell the Otis Spunkmeyer cookies. Also, there is a satellite location by the concession stands at football games to sell North Gwinnett apparel.

The North Gwinnett cheerleader’s moms requested tees from the store by special order and the tees were sold directly to the moms. Moreover, the orchestra department wanted an easier way to offer strings and rosin for the children’s instruments, so the school store stepped in and made it simple. The Dawg House started selling strings for all orchestral instruments and rosin for the strings.

Utilizes marketing research for business decisions:

A recent example of using marketing research would be that the staff conducted taste tests” of the new Jack Link’s Beef Jerky and Beef Sticks. The results from the taste test determined the flavors we ordered.

Another example was challenging all of the Introduction to Marketing classes to create one new apparel item for the store. All of the ideas were put on the website and students and faculty were able to vote for their favorites.

Identifies ways the SBE competes with price and non-price factors:

1) Price

The Dawg House competes directly with Kroger and Publix for balloon sales. Both retailers sell balloons for \$3.00 for each mylar balloon. However, the balloons sold at those locations have tax which makes the total to be \$3.21 for each balloon. The Dawg House sells for the same price, of \$3.00 per balloon, but does not require tax. That fact makes the final price for a mylar balloon in the Dawg House less expensive than its competitors.

2) Non-price

Although we share similar product lines, like balloons and stuffed animals, with large chain stores such as Publix, we offer a delivery service. The Dawg House delivers balloons, flowers, plush toys, t-shirts, and a variety of other things. This service helps the North Gwinnett Dawg House beat out all of the other nearby chain stores in this non-price factor.

Defines how marketing activities support mission statement & operating standards:

1) Mission Statement:

The Dawg House is a marketing lab which allows students to apply marketing theories to a real-life experience while providing the school community with goods and services that meet

their needs on a daily basis. Each student in the SBE utilizes the functions and foundations of marketing every day.

2) Operating Standards:

The staff is representing North Gwinnett High School and the Marketing Department and must act professionally at all times. Staff members are obligated to treat every customer and staff member with respect. The Dawg House operates daily as a real business--- not just a school store. For example, the Dawg House associates must deliver balloons on the correct date during the correct class period. However, there have been mistakes made before and a customer has gotten disgruntled because the balloon was not delivered properly. The staff is aware that the balloon distribution services must be dependable or students and community members will no longer make orders of any kind to the Dawg House.

The store makes every effort possible to meet the mission statement by using each transaction as a learning experience for the staff while providing great service to everyone at North Gwinnett High School. The staff's experiences centers on reaching high standards and presenting an image of a professional business in the community's eyes. The Dawg House is privileged to be a model store for not only surrounding schools, but to out-of-state schools as well. The Dawg House is listed on the Georgia Department of Education website as a model program and the advisor, Dr. Jacqueline Huffman, serves as the instructor for the Georgia Department of Education SBE courses.

Utilizes creative approach to healthy alternatives regulations:

Most students would not choose fruit juice over a carbonated drink. However, when a frozen slushy drink is available, students do not think about the fact that the drink is made from 100% fruit juice – they just like and want the icy treat. The Breeze Freeze drinks that the Dawg House sells are 100% juice and therefore meet the healthy guidelines in schools – a creative way to offer healthy options for students.

Another creative approach towards healthy alternative is the idea of an organic fruit drink that actually tastes good! Steaz Teas are a wonderful alternative to sodas that are offered in the school vending machines. And, we carry multiple sizes of water—a great healthy alternative.

Favorite Vendors for the Dawg House 1.1.11

- ❖ North Georgia Graphics (outside signs and fixture over main display window)- Buddy- 770.932-6967
- ❖ POS Systems-David Willson- Ambit Technologies- 404.228.2134
- ❖ OCC (slatwall, counters, fixtures) Jim Carlson Phone: 770-973-8206
 - E-mail: occassociates@mindspring.com
- ❖ Value Display (fixtures, signs, accessories, hooks, etc.- BEST PRICES!)
 - <http://www.valuedisplay.com/>
- ❖ Smart Fixtures
 - Karen Liwanpo- kliwanpo@smartfixtures.com 888-949-9042
www.smartfixtures.com

- ❖ Burton & Burton- Asha Drinkard- 706.548.1588
 - Balloons, supplies, and gift items <http://www.burtonandburton.com>
- ❖ Holox- Helium gas for your balloons- 770.963.1308

- ❖ Four Seasons Beverage- Mark Bishop and Fred Mueller
 - Breeze Freeze 904-338-4797 bishopbeverages@bellsouth.net
- ❖ ACC Wholesale- 404.622.3000
 - Candy and food items
- ❖ Southern Vending- Cappuccino Machine (no water source needed!)
 - Ben Goodin and Jeff Ericson 770-923-7030 770-633-4831 cell
- ❖ Otis Spunkmeyer- Buck Hamilton- (o) 678-374-3750 x 101 (c) 678-491-7418
Anthony- 770-256-9847 1-888-275-6847
- ❖ Jack's Links- John Biebighauser- 612-208-5979

- ❖ RW School Supply- School Supplies- great basics and lots of fun extras
 - 573.243.6388
 - <http://www.rwschoolsupply.com/>
- ❖ Office Depot Business Services- check with your county to see if you have an account set up—great discounts and ordering on the web is a breeze!
 - <https://bsd.officedepot.com/login>

- ❖ Jewelry (Vendors at Americas Mart)
 - Benny's Jewelry- Building 3- Floor 6- Suite 6E335A_404) 522-3123, (404) 522-3178
 - Golden Stella- Building 3- Floor 7
- ❖ Aurora World (plush)- http://www.auroragift.com/new_web/home.php
- ❖ Elizabeth Mosley- Forrester-Smith/A *Division of Geiger*
 - spirit items and personalized items (MY FAVORITE!)
 - Cell: 252-883-9100 Fax: 919-882-1357 emosley@geiger.com
- ❖ Gama Graphics – Adrian McDaniel- Customized T-Shirts and Screen Printing
 - 770.606.1684
- ❖ In the Action- Roxane Shimmin - Embroidery Specialist
 - 678.714.9045
 - <http://www.intheaction.com>
- ❖ TC Span America- John France-Printwear, sweats, tees, hoodies
 - 1.800.732.3881
 - <http://www.tcspanamerica.com>
- ❖ City Paper- Brad Friedman- 1-800-621-9989 205-907-8698 brad@citypapercompany.com
- ❖ Southern Link- Brian Barlow and Brad Rosenkamppf - 770-367-1936
- ❖ Tervis Tumblers- Dan Larson- 866-392-1964 ext.1436- dlarson@tervis.com
- ❖ Gear for Sports- Joe Streck- 913-693-2106 jstrek@gearforsports.com

Ties- Brenda Wisnasky
MMG Corp
St Louis, MO
800-264-8437

- ❖ Remember that the product ships from China and takes at least 8 weeks from order date to delivery.

