



# SCHOOL-BASED ENTERPRISE CHAPTER CERTIFICATION



GOLD CERTIFICATION  
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FOOD OPERATIONS

## SCHOOL-BASED ENTERPRISE DESCRIPTION

By selling food and beverages at home football games, Burger Pit, one of Lake Braddock's school-based-enterprises, raises money for the DECA chapter. This enterprise is run by DECA volunteers that include students, teachers and some adults. Depending on various factors such as weather and the visiting schools, the weekly revenue for Burger Pit ranges from \$500 to \$1,200. But we typically generate greater revenue during rivalry games and nice weather. At Burger Pit we sell cheeseburgers for \$6, hamburgers for \$5, bratwursts for \$5, chips for \$2, drinks for \$1-\$2 (Gatorade is \$2, water and soda \$1), and any special meal we bring on that day is \$5. We also offer a meal deal for \$8 which was very popular amongst our customers. A meal deal consists of any sandwich, hamburger, bratwurst, or cheeseburger plus a drink and chips. The target market is the families of the opposing team, along with the defending team. Advisors promote Burger Pit with an in class slide, and the student managers promote Burger Pit with social media posts, announcements during the game and word of mouth. We are located near the entrance of the opposing team. Some of our goals this year was to have a total net profit of \$6,000, and to teach marketing students all about business management while providing hands-on experience in the real world.

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## **Financial Analysis**

### **Explain the role of finance in business.**

Our goal with Burger Pit is to offer a hands-on learning experience that students can benefit from, while raising money to make our club fees and activities cheaper. We can deem Burger Pit successful when our volunteers can tell us they've learned something from their experience.

Students are very involved in fiscal management. We are in charge of inventory, the cash box is handled by students, pricing is evaluated and chosen by students; a financial spreadsheet was also created and maintained by students. This gives students a better understanding of what happens in the background of most businesses.

### **Describe the need for financial information.**

Our SBE goal is to raise money for our club and so our finances are key. Without our financial information we wouldn't be able to follow up on our product investment along with keeping a proper cash flow.

Without a proper understanding of our financials we wouldn't know what we are working with which can jeopardize our project. Same goes without analyzing our financial information, without proper analysis we wouldn't know what we can change to generate a larger revenue and to appeal more to our customers.

## Describe the nature of budgets.

With proper budgeting we can plan how Burger Pit will run for the school year and create a goal to reach: save money for the future and plan ahead for unexpected emergencies. Without proper budgeting our profit would be low.

Students are very involved in the budgeting process. The managers take inventory, determine what is purchased and an entrepreneurship class created a pricing spreadsheet which we've used for pricing references, and we maintain our budget.

| Burger Pit 2022-23 Budget |          |  |  |
|---------------------------|----------|--|--|
| Budgeted Revenue          |          | Description  |  |
|                           | 4,500.00 | Estimated \$900 per game from previous year -Planned on 5 home games |  |
|                           | 1,000.00 | Anticipated miscellaneous events (example: Bruin Blast)              |  |
| Total Budgeted Revenue    | 5,500.00 |  |  |
| Budgeted Expenses         |          |  |  |
|                           | 2,200.00 | Assumed appr 60% gross profit margin                                 |  |
| Subtotal Expenses         | 2,200.00 |  |  |
|                           |          |  |  |
| Budgeted Net Income       | 3,300.00 |  |  |

**Make responsible financial decisions.**

With responsible financial decisions we were able to sell out almost every game and make price changes that helped benefit us. Due to expiration dates on our consumable products, we had a limited amount of time to hold inventory before it spoils, causing us to be even more careful when it comes to finances than what one might think of the average person.

**Maintain the financial records.**

Two students enter information into a spreadsheet, including quantity, cost per unit, cost for total, item, sales price, profit margin, revenue, sales deposits, subtotal revenue, sales deposits, expenses, subtotal expenses, net profit, the date, and specifically detailed expenses outside of what is usually ordered. For example, keeping track of propane shows how the cost of goods affects proposed pricing. Students learned that keeping track of our finances and budgeting can affect our sales either good or bad.

# Burger Pit Financials - Actual 2022-23 YTD School Year

| Revenue - Sales Deposits         | Date     | Comments   |
|----------------------------------|----------|--|
| 1,659.65                         | 8/18     | Bruin Blast & Teachers   |
| 996.00                           | 9/1      | First Home Game  |
| 1,050.00                         | 9/16     | 2nd Home Game  |
| 2,292.00                         | 9/23/22  | Bite of Braddock   |
| 1,540.00                         | 10/14/22 | Robinson Game (includes cash + \$194 in card pmts)               |
| 1,385.00                         | 10/21    | Fairfax Game (includes cash + \$288 in card pmts)                |
| <b>Subtotal Revenue/Deposits</b> | 8,922.65 |  |
| <b>Expenses</b>                  |          |  |
| 566.14                           | 8/17     | BJ's   |
| 66.28                            | 8/17     | Walmart  |
| 20.24                            | 8/30/22  | Propane - 1st Home Game & Tailgate                               |
| 641.14                           | 8/30/22  | 1st Home Game & Tailgate   |
| 26.48                            | 9/2/22   | Costco   |
| 39.84                            | 9/15/22  | Walmart - Propane  |
| 219.90                           | 9/15/22  | 2nd Home Game - v North Stafford                                 |
| 30.00                            | 9/21/22  | Giant  |
| 779.15                           | 9/21/22  | BJ's Bite of Braddock  |
| 550.62                           | 10/12    | BJ's - Robinson Game   |
| 437.66                           | 10/20    | BJ's - Fairfax Game (had pulled pork and marinated meat donated) |
| 39.84                            | 10/20    | Walmart - Propane  |
| <b>Subtotal Expenses</b>         | 3,417.29 |  |
| <b>Net Profit</b>                | 5,505.36 |  |

## Describe the use of technology in the financial-information management function.

The type of technology we used for our financial information management is school-provided student laptops to enter financial records in google sheets, a card slider for virtual payment using MySchoolBucks app, a hotspot, and school-provided teacher ipad. The hotspot was a challenging addition due to Fairfax County Public School cell blockers. Most struggle to get service, and the hotspot was no exception. It caused us

to lose sales as well. Cash hasn't been on hand in recent years, even more so due to the pandemic.

## **Operations**

### **Open/Close register/terminal.**

When getting ready to open up for business, we the managers make sure all of the proper requirements are all set up. We have a variety of payment methods including a cash box as well as a credit and debit card machine. To start, we counted \$50 or more in small bills in the cash box. We connect to the internet and log into MySchoolBucks app for cashless transactions. This was the most challenging because the internet connection frequently dropped. Students are in charge of setting up where we work as well as keeping an eye on both the cash box and card machine.

The significance of proper opening and closing tasks can not be understated. By having a proper routine to open and close up shop, we teach our volunteers that by having one we can avoid problems, like lack of change, and allow things to get ready more quickly.

### **Follow instructions for use of equipment, tools and machinery.**

Our stand is located at the entrance of the football gate so individuals can see immediately as they walk in which attracts more customers. When we have someone take care of the cash box and card machine we typically like to use



returning/experienced volunteers who already know the whole process so they are able to teach the new volunteers, this creates a sense of balance within the team, and allows us managers to roam around and help our volunteers more efficiently.

Things such as making sure that different trays for different food are all labeled correctly, the tent is set up correctly and the menu and register are all set up. Closing up Burger Pit is just as important. We make sure that all of our food is sold, that the area we used is cleaned up and just as how we found it, and make sure all materials used are loaded back into the school.

Managers are responsible to teach the volunteers through verbal explanations, demonstrations on how the equipment is used, and to ensure our safety we have at least two advisors present nearby. We teach our volunteers by providing a rundown of how everything works before we begin, and once we are settled down and all our volunteers are at their stations the manager works one on one with the volunteers to teach them how each job is done. For next year we plan on making training cards to provide a reference for the rest of the night.

### **Describe health and safety regulations in business.**

Our SBE regulations were created by both Fairfax County Public Schools (FCPS) and the Health Department. FCPS allows our SBE to use a grill as long as students do not grill the meat. The regulations created by the Health Department is to always have a

fire extinguisher nearby, handle food properly and to always have cleaning supplies ready.

We buy our food fresh the day before the games, we also have a fire extinguisher nearby for any sort of fire related emergencies and Burger Pit is done during football games with a lot of security and administration nearby.

### **Routine Security Precautions**

We ensure safety by having the 2 student managers roam around staying at each station for about 10-15 minutes checking in making sure everyone is feeling well, and reporting back to the advisors on how things are going. To ensure equipment safety we have 2 advisors by the grill and 1 advisor by the cash box and card machine overlooking everything.

We must monitor younger customers, middle schoolers and younger siblings of students, as they run through and around our workplace due to our lack of walls.

Student learning in regard to operational safety allows students a basic understanding of safety in food operations whether it be how to handle food, money and customers, or how to deal with worst case scenarios like not enough food for our customers, not enough change to hand back to our customers, negative customers, or even a negative work environment, basic scenarios that can go a long way in keeping our

employees/volunteers safe. Students are taught so they are educated enough to handle those situations with grace.

## **Marketing-Information Management**

### **Describe the need for marketing data.**

Data driven marketing lets us modify our SBE to meet our customers demands, but some challenges we may have is that we may not be able to sell those products depending on whether the concession stand is selling it or not.

Our SBE collects marketing data on our revenue, expenses, and total profit. We've used this information to keep track of which products are selling or not and to evaluate what type of events works best for us, like rivalry games.

### **Identify data monitored for marketing decision-making.**

We tracked sales per item, talked informally with customers about their preferences, and monitored social media to anticipate attendance at the game, adjusting our estimated need for product. Based on our marketing data we changed our pricing. Our marketing data showed that we have a lot more customers buying cheese burgers than hamburgers so we decided that since we pay extra for cheese we can begin to charge for the cheese and we also make way more cheeseburgers than hamburgers.

Our student decision making responsibilities consist of pricing decisions, our signages, and where we assign people to work. This makes Burger Pit completely student run and gives a positive outlook on the work we do which allows us to keep running Burger Pit.

### **Track trends.**

Tracking information via the spreadsheet showed purchases rocketed upwards when virtual payment was available. It's important to track trends because businesses can change their company to fit those standards/trends. At Burger Pit we keep track of the trends on a spreadsheet that we look over before our next inventory to see if we should increase the amount we invest on any products.

Tracking trends lets us sell more products and gives us a chance to expand, but since we are a club fundraiser we cannot sell the same things at the concessions stand which is a problem because we are limited to what we can and cannot sell.

### **Analyze customer behavior**

Customer behavior lets us see how we can raise more money, and which products we can invest in more as much as which products we can discontinue.

Students handled a spreadsheet full of all the financials we have which analyzes all of the trends in what works and what doesn't work, which events had large customer

attraction and which events didn't. This lets our SBE keep up with the trends and generate more profit. For example, we discontinued veggie burgers when they were rarely bought. Depending on the weather, we would purchase more Gatorade when it was hot, and buy more soda when it was cold.

## **Market Planning**

### **Develop customer profile.**

While the customer demographics tended to vary from game to game, one group managed to stick out the most; that group being family of Lake Braddock students and families from opposing teams.

#### Demographics:

- 10-50 years old
- High school student
- High School student parents, specifically marching band or football parents
- Lives in one of the participating school communities

#### Psychographics:

- Has school spirit
- Wants to support students

The average customer would come to our burger pit stand to buy the Meal Deal, purchasing a drink or bag of chips as we set up. The Meal Deal came out to \$8, including a drink, bag of chips, and burger. Separately, it would have been \$9-10, making for a \$1-2 dollar difference. Most parents (the primary target market) are buying meals for multiple family members, bringing the average total to \$16.

Customer profiles go a long way toward enhancing business decision-making. With such information, we are able to add new menu items and even alter a couple. An example of this would have been our Burger Pit stand choosing to partner with the club GIRLS, a volunteer group that sold baked goods alongside Burger Pit, ultimately attracting more customers.

### **Conduct market analysis.**

When deciding what items to purchase and the amount we would need, we would typically look at the event we were setting up shop in (football games, tailgates, school events, etc.) and from that information, we would decide what and how much to purchase. Rivalry games attracted many more customers, and through the school Hype Squad's Instagram, we could estimate the turnout at the game and adjust accordingly.

A real example of how market analysis has impacted decision-making was during our rivalry game against Robinson. We sold out before half-time when we normally finish during the 3rd quarter of the game. That day we inaccurately estimated the turnout and we underbought. By the next game, we had changed our marketing analysis to be more

detailed and thorough so that we are able to provide just enough and more for our customers. Our Marketing 1 and Entrepreneurship classes did a menu and pricing analysis to see if we were on the right track.

### **Explain strategies for linking performance measures to financial outcomes.**

We have our managers keep track of the high demand at Burger Pit so when we take inventory later that week we are able to adjust the menu along with the amount of product we purchase and volunteers we need for the next event.

When we buy products for the Burger Pit we buy enough so that we can sell out and make a pure profit; in order to do so we have to take proper inventory of how many burgers were made and sold. By our third event, we changed the price of cheeseburgers from five dollars to six dollars because of the extra money that we had to pay for cheese; we also had a higher demand for cheeseburgers so we needed to buy more burgers and we didn't want it to affect our profit.

### **Product/Service Management**

#### **Identify components of a retail image.**

Our school administration describes Burger Pit as beneficial and successful for students to experience whether they're taking a business class or not. The administration also

noted that although our location isn't the best for business and our signs aren't big enough to attract the customers we need, they are willing to work with us on that. Our school district curriculum supervisor, Amy Granahan, describes SBEs as a chance for a realistic work experience with real-world skills and work experience in a safe and supportive school environment for students. Students view our SBE as a safe haven; when working we have people group together and hang out by our stand, we build bonds with these students and most of them end up signing up to help us. Burger Pit has built connections with so many people and that's because the image we have set is that Burger Pit is a peaceful place to be whether you are a customer or not.

Burger Pit is part of our DECA chapter, and our chapter is viewed as a community-oriented club that does well when giving back to our Lake Braddock community. When people come by and support Burger Pit they support our chapter's funding which allows us to expand and do more work within our community. Our SBE is not only active during football season but year-round ready for when people need us as food vendors.

The biggest change to our SBE is pricing and reopening. Burger Pit was opened back up during the 2021-2022 school year after being closed down for two years due to covid. When Burger Pit was opened back up we had to refamiliarize our community, and students with new promotion techniques, creating a logo made by new marketing students and DECA members via an in-class competition, and creating new menus which were also made for us by new marketing students, and DECA members.



Halfway through Burger Pit, we began to switch up our pricing by increasing the price of cheeseburgers from five dollars to six, and we did the same for bratwursts, by increasing the price from four dollars to five dollars. The new pricing compared to the old pricing has a difference of one hundred eighty dollars. Our established image supported any negative impact our new prices might have had.

### **Choose vendors.**

Students don't have a say in vendor selection; this was dictated by our school system. Our jobs as managers were to take inventory, and write down which products we need and how much. Our advisors would then buy what we need based on that list. Our main vendor is BJ's where we can buy in bulk for less money. For one of our Burger Pit events, we made steak on a stick, an Ethiopian dish, the traditional name being Tibs. In order to have the meat prepared for that, the parents who volunteered the recipe bought the meat at a local deli in an Ethiopian market which changed our vendor selection for that one night. Only the meat was bought from the market and donated, but everything else was bought at BJ's. Burger Pit is very consistent with our current vendor BJ's.

Everything done at Burger Pit is completely up to the managers (besides grilling and buying the product). The managers create the flyers, the signup list for volunteers, new ideas to expand and be more inclusive. This year the manager's decision of spreading Burger Pit out and collaborating with other clubs not only attracted more customers but it also showed others that DECA is all-inclusive, and Burger Pit was just a starting point of showing that. By collaborating and working with other clubs got more volunteers and

new DECA members. Working with other clubs also generated more customer attraction and curiosity, so not only were we able to spread our brand but other clubs were able to introduce their club and the main idea behind it. Which created an allyship and DECA would gain more supporters.

Vendor selection is based on what was available near us that fit our profit margin, along with what places had discount retailer options. Bj's allows us to buy in bulk at cheaper prices compared to other places near us like Walmart and giant. With Bj's we're able to buy just what we need without spending too much out of budget.

#### **Plan merchandise assortment.**

Burger Pit has a consistent product mix, offering a similar menu every week. The product line for burgers is short with hamburgers and cheeseburgers. The line for drinks is longer because we offer water, a variety of soda flavors, and Gatorade in different flavors.

Students are in complete control of merchandise sold at Burger Pit. We would buy burgers in bulk, as in 12 patties in a box and we bought about 15-20 boxes depending on the game and expected customer turnout. We would buy 1-2 large boxes of cheese which contained about ninety-six slices of cheese; we had to buy a new box every game. We would buy Heinz 4-pack condiments which contained two bottles of ketchup, one mustard, and one relish, these had to be replaced twice in the total of five home games we had this school year. We would buy 2 packs of 28 bottles of Gatorade, and 2 packs of 40 water bottles; or if colder weather, we purchase a soda assortment We

would buy one pack of tin foil every two games, and the same deal with gloves although we did not have to buy more until after our fourth Burger Pit. At the beginning of Burger Pit, we bought aluminum pans, which lasted the whole season along with the cleaning supplies we only had to restock once.

When we take inventory it's done on the Monday before the next Burger Pit so we can have everything bought and ready by Thursday so there's no worry about supplies and products on Friday, the day of Burger Pit. Once we get to the location of Burger Pit we organize our supplies and products by our stations, at the cashier area we have the money box, drinks, chips, and cleaning supplies. By the building area we keep the bread, tin foil, and gloves. In the grilling area, we keep the meat and cheese so we are able to grill well.

The student managers only choose what needs to be bought and how much. Brand selection is based on availability at the vendor. At Burger Pit we occasionally do specials where we buy pork and a volunteer parent makes pulled pork. When we are selling during different events we sell hot dogs and chili dogs, again, selecting what is available at the sole vendor, BJs.

BJ's occasionally didn't have the necessary items we needed. For example one day we needed sternos and we had to buy from the local grocery store which increased the cost, one week they were out of Bratwurst, and we lost revenue.

**Determine stock turnover.**

At Burger Pit we typically have a high turnover rate with our food products (which is to be expected) and for our cleaning supplies and utensils our rate is lower. An example would be our tinfoil sheets. When the tinfoil sheets are bought, they come in a pack of 250. Since we sell about 180 burgers a game we have to buy new ones each time generating a high stock turnover. Another example would be the hamburger meat we buy, when we buy our meat we buy enough to sell out for total profit, and it ends up generating a high turnover rate.

To prevent overstocking the managers (students) create an inventory list according to how well the football game is advertised on social media, the expected student turnout, and how much we sell on average at every game. Except for special dates like rivalry games and homecoming games where we buy double or almost triple how much we normally buy. This allows us to create a high stock turnover rate which opens a door for us to generate more profit.

**Plan Reductions.**

At Burger Pit, we give our administration and security discounts. When any admin comes by we mark down what they've bought whether it's the meal deal (\$8), hamburger (\$5), cheeseburger (\$6), bratwurst (\$5), drinks (\$1-2), or chips (\$3). Later in

the year, the admin repays us by offering more Burger Pit opportunities besides home football games. At the end of our Burger Pit shift when we have less than 10 products left we start to sell at a reduced price because we can't keep cooked inventory until the next Burger Pit event.

Some challenges we had with pricing was during one of our first Burger Pit shifts of the year we didn't have enough change to give back to customers, so we had to cut the price on some sales depending on how much money customers had with them and how much change we could give back, once customers started to notice they began making some "donations" and allowed us to keep the change we owed them.

## **Pricing**

### **Explain the nature and scope of the pricing function.**

We use an even pricing strategy because we are a cash business and don't want to give change. To determine our pricing for this year's Burger Pit, we asked an entrepreneurship class taught by one of our advisors for help. The class was provided with Burger Pit data from previous years and this current year to help us see what changes we as managers could make to help us with our profit this year. We were given suggestions and depending on which ones made the most sense for Burger Pit we determined our pricing for this year.

At Burger Pit, we have our famous meal deal, an example of bundling. Most customers ask for a burger/bratwurst and a drink, but with the meal deal they could get a Burger/Bratwurst, drink, and chips for the total price of eight dollars. The meal deal was popular because our top customers were typically parents with younger kids and the kids mostly wanted the chips along with their meal.

For this year's Burger Pit, our pricing strategy was to ask Entrepreneurship students for their opinion on Burger Pit pricing after our first Burger Pit in september. Based on that they were tasked with making a spreadsheet that had all the prices they believed fit best. It was a calculation of profit plus informal research on the max people would pay for items, or the perceived value. We got the results back for this year's pricing by our third Burger Pit in October, their feedback (seen below) determined our pricing for the rest of the season.

## Proposed Burger Pit Pricing

Based on the Costs on the Previous Tab

|  | Total Estimated Cost Per Item | Proposed Sales Price | Profit Margin | Comments         |
|--|-------------------------------|----------------------|---------------|------------------|
| Hamburger                              | \$1.97                        | \$5.00               | 154.41%       |                  |
| Cheeseburger                           | \$2.08                        | \$8.00               | 188.49%       |                  |
| Veggie Burger                          | \$1.63                        | \$5.00               | 206.34%       |                  |
| Hot Dog with Chili                     | \$0.78                        | \$5.00               | 540.89%       | chili and cheese |
| Bratwurst                              | \$1.34                        | \$5.00               | 273.05%       |                  |
| Grilled Cheese                         | \$0.56                        | \$4.00               | 612.98%       |                  |
| Chips                                  | \$0.38                        | \$2.00               | 432.20%       |                  |
| Water                                  | \$0.11                        | \$1.00               | 811.18%       |                  |
| Gatorade                               | \$0.50                        | \$2.00               | 300.29%       |                  |
| Soda                                   | \$0.44                        | \$1.00               | 125.95%       | coke/sprite      |
| Hamburger Meal Deal (w Water/Chips)    | \$2.45                        | \$8.00               | 226.42%       | or gatorade      |
| Price without discount                 |                               | \$9.00               |               |                  |
| Deal/Discount on Meal Deal             |                               | \$1.00               |               |                  |
| Cheeseburger Meal Deal (w Water/Chips) | \$2.57                        | \$8.00               | 289.81%       |                  |
| Price without discount                 |                               | \$10.00              |               |                  |
| Deal/Discount on Meal Deal             |                               | \$2.00               |               |                  |
| Brats Meal Deal (w water/chips)        | \$1.83                        | \$8.00               | 338.15%       |                  |
| Price without discount                 |                               | \$9.00               |               |                  |
| Deal/Discount on Meal Deal             |                               | \$1.00               |               |                  |

## Factors Affecting Pricing Decisions

Product prices were determined based on cost. For example, we sell cheeseburgers and hamburgers for separate prices because they have different contents which makes one more expensive than the other. So we increased the price of cheeseburgers.

The entrepreneurship class determined the break even points for each item and then suggested a markup (see above). The students in entrepreneurship continued to monitor the finances (deposits and costs) to ensure a profit.

Our pricing was based on what was in high demand amongst customers. We would test it for effectiveness by making the price change for the next Burger Pit. If it was successful we kept it and if it didn't sell we got rid of it. When we increased the price for cheeseburgers there was a difference of \$180, which was a success. Students were able to learn how to not overprice products despite the actual expense it cost for goods.

## **Distribution/Channel Management**

### **Explain the relationship between customer service and distribution.**

Students provide good customer service when they provide hot burgers ready for buyers. This means students need to get the food off the grill, on the bun and wrapped quickly for maximum enjoyment. Equally important drinks need to be cold so students need to get them on ice so they can be ready for purchase. All menu items are sold as a grab and go so students need to have items ready when ordered. By ensuring quality products at the time of distribution customers are happy.

### **Explain the receiving process.**

Our county requires advisors to do the purchasing. Students pack inventory and tools to ensure we are ready for each event. Student managers check with each other to make sure everything is accounted for but for the future a physical checklist can be implemented.



**Complete inventory counts.**

Inventory is counted by the student managers before and after the game, and we send out an email list of needed items 3 days before the next Burger Pit shift. Taking inventory allowed us to see the progress we've made compared to when we first bought our products.

**Determine inventory shrinkage.**

At Burger Pit, we've encountered shrinkage in change and our actual product. In order to never have this problem again we prepare our change in advance, and we buy at least 10-15 more burgers than we need just in case, and occasionally burgers get burnt and when the bread isn't stored properly we have product shrinkage.

When we end up having a shrinkage at Burger Pit we teach our volunteers to notify our customers of the shrinkage and that we will be selling first come first serve, and that unless it's already paid for we won't set aside the food for them, and wait. Friends of volunteers or managers would come asking for free food which would just add to inventory shrinkage.

When we have no inventory we can make no profit.

## **Promotion**

### **Explain the nature of a promotional plan.**

Burger Pit promotional objectives were to re-establish ourselves as a known food option at football games. The pandemic had shut our operations down and we were excited for a full season this year.

We also promote Burger Pit as a volunteer opportunity, and a chance for a hands-on experience of business and live customer interaction. For many, this is their first work experience.

When trying to promote Burger Pit we used a variety of items. These included things such as posters, announcements during football games, and social media posts; our promotion only cost labor time, but no financial cost to Burger Pit. This increased our profits.

Sometimes a business has to be open to opportunity. For example our game against our rival high school was the featured game of the week on our local TV station. A reporter from Channel 9 came early and featured us during a live feed at the five o'clock news (see photo on cover). Because we were ready to talk about our business and our staff, we reached thousands of people in our area in a public relations moment.

## Explain the use of visual merchandising in retailing.

For our visual merchandising, we use signs that have our Burger Pit logo along with the DECA logo to show who we are and what club we are raising money for. We also cook in front of our customers, allowing them to see how their burgers are made, and once cooked and prepared we would wrap the burger in foil and place them in trays for the customers to see.

The main type of visual merchandising is signage. We have two different signs, one of our signs is our logo, and the other sign is our menu. Students in Marketing 1 classes held a contest for a logo and menu design which debuted this season. (see below)



### BURGER PIT MENU

HAMBURGER - \$5

CHEESEBURGER - \$5

BRATWURST - \$4

HOTDOG MEAL DEAL - \$7  
INCLUDES HOTDOG, CHIPS, AND A DRINK

BURGER MEAL DEAL - \$8  
INCLUDES BURGER, CHIPS, AND A DRINK

BROUGHT TO YOU BY LBSS DECA

## Use Cross-Merchandising Techniques

For cross-merchandising this year our SBE partnered with other smaller clubs, FCCLA, GIRLS, and Ethiopian-Eritrean student association to use our larger platform to bring attention to these clubs and raise money for them in the process. The other clubs typically sold sweets like cookies and brownies, which went well with our burgers. This attracted a larger target market.

### **Plan Special Events.**

We had a couple of special events planned this year for Burger Pit. We collaborated with other clubs in the school and sold food/snacks that meant something important to them. For example at our last Burger Pit for the 2022-2023 school year, we sold Tibs, a popular Ethiopian dish that can be eaten with either injera or on a stick like a kabob. The recipe was given to us by Lake Braddock's Ethiopian-Eritrean student association. This collaboration attracted new customers and created excitement in the Ethiopian, Eritrean community. The collaboration was able to portray not just Burger Pit but DECA as an inclusive environment.

We also participated in Bruin Blast, a tailgating event where clubs and sports teams were selling and fundraising. That day we set up on the black top (away from our usual spot) and many families and students came by and we were able to introduce DECA to them which also opened DECA up as an inclusive environment.

## **Identify ways to track marketing-communications activities**

We evaluate our promotional strategy based on customer turnout and customers who return. An example we have is a regular at Burger Pit, he comes by as we're setting up each time and comes back again either when he's leaving or when we are closing.

Our promotional strategy this year was to work with other clubs in our school to branch out and experiment with Burger Pit and see what works best for us. This strategy teaches the students involved that not everything works but despite that we need to try. We enjoyed a solid season of sales which is a good indication that our marketing worked, but tracking the metrics of social media is an area of future growth and opportunity for our marketing classes.

## **Selling**

### **Determine customer/client needs.**

We teach our volunteers that when we have a customer to start by common courtesy ("hi how are you" "hello my name is \_\_\_\_\_ how may I help you today?" and etc.) and to always help out our customers even if we don't have what they need, or they're not buying from us we still show them where they can get what they need and how.

We have our volunteers walk our customers through our menu and specials we have to offer that day. If our volunteers ever come across an indecisive or unhappy customer we

have them approach the customer with care and answer any question and all questions the customer may have until they are satisfied. The meal deal is often the suggested option for indecisive customers. By helping customers quickly we can help more customers ensuring more sales. Customers like to support students.

### **Establish relationship with customers/clients.**

We have our volunteers build customer/client relationships by having our volunteers introduce themselves and what club we are raising money for. This helps the customer better understand what they are paying for. This interaction typically leads to more questions which we answer successfully.

### **Demonstrate suggestion selling.**

Suggestive selling is implemented when a customer tries to buy typically two things at a time. Those two things can be a burger or drink or a burger with chips and with that in mind we trained burger pit volunteers to suggest a meal deal that came with a burger or brat with a drink and a bag of chips. Not only did this increase sales but it also taught our volunteers ways on selling more and helped the customer get a good deal. When collaborating with other clubs we would always suggest to our customers to also get an item from their bake sale.

Negative customers can go a long way toward impacting sales. A customer with a negative experience can tell other existing customers and even future customers of a

bad experience with Burger Pit and not only will this have an impact on sales and a number of customers, but also a loss in confidence in Burger Pit. During the season, we rarely had any sort of situation with a bad customer there were always policies in place for such an event it went as such:

1. Listening to customers and gathering information
2. Show empathy for concerns
3. Offer solution

### **Process sales documentation.**

One of the most important ways we document our sales is by taking inventory before and after the game. Some other strategies we have is our credit card machine when it's working, and a cash box for cash purchases. We also keep a spreadsheet full of all our sales, profit, purchases, and expenses. Documenting our sales allows us to keep track of which products sell and dont sell, which special events worked, which special items worked, and most of all it lets us know if we're making money or not.

In a typical customer transaction we begin by introducing ourselves to the customer and ask how we can help them, the customer then orders from our menu, and while we are getting them their order they ask us what club we are raising money for and how often we do it, once the customer has received their order and change they leave.

Sales documentation is an area for growth in this business due to high volume sales in a limited time. We don't count individually what leaves our inventory at the moment it does. We currently don't have approved the electronic equipment that would help.

**Process returns/exchanges.**

Our SBE is a food operation, therefore, we are committed to providing a quality product, however, when we fall short of that we are happy to rectify the issue with our customer in any way we can. If a customer would like to exchange the product for something else we are happy to do so in the moment. In some rare instances, we are happy to give a full refund to our customers who are dissatisfied with our product. One of the largest impacts is the loss of revenue and the dissatisfied customer.

**Human Resources Management****Discuss the nature of human resource management.**

During Burger Pit events we would always have a good amount of volunteers and would teach them (depending on where we stationed them) the basics of that position and how to keep business running smoothly. We normally had about 10 volunteers for a regular game (not including the managers), and for homecoming and rivalry games, we had 15 volunteers (also not including the managers). We would split the volunteers up by where they preferred to work. We had four people at cashier/customer service, six people building the sandwich, our advisors would grill and we had one cheeser who would peel and give cheese to our advisor, and lastly, we had one runner who would go back and forth between the grill and the building table with the burgers that were ready to be built and get sold.



We don't select our volunteers. Burger Pit is open to Intro marketing students, Business law students, entrepreneurship students, Marketing one students, fashion marketing students, sports and entertainment students, and advanced marketing students (including advanced sports and entertainment, and advanced fashion marketing).

There's a sign-up sheet outside all the classrooms that lets the students sign up.

We have no specific training process prior to Burger Pit, but we do however have our volunteers meet us 30 minutes before their shift where we give them a walkthrough on the basics altogether; then once they've broken off into their stations we work with them one on one to ensure they understand their responsibilities.

When students volunteer at Burger Pit they get volunteer hours and free entrance to that night's football game. We like to motivate our volunteers as well by joking around and offering up motivational advice from the advisors and managers.

We don't have the same volunteers every Burger Pit, we try and get new people each time. We offer our employees 2 hours of volunteer hours, along with free entry to that night's football game. We worked to train the employees so they know how to keep the environment and each other safe. Regular school security and police were always present.

**Foster "right" environment for employees.**

The process to ensure a positive work environment during Burger Pit was fairly simple. After setting up all the supplies needed to start selling and cooking, we would gather everyone up and have a team talk. During the team talk, we would go around introducing ourselves, talking about what marketing class we have and the various roles and responsibilities each one of us would take, and how to operate said role. This tended to make new volunteers feel comfortable with the whole process and allowed them to work efficiently and comfortably.

Before Burger Pit, we give all our volunteers a pep talk to get them motivated and excited to work with us. We also do this so we can gain our volunteers' trust and build a bond with them. We also like to do a quick closing talk once we're done to tell our volunteers thank you and let them know how appreciative we are for their time. Burger Pit tends to build a sense of community for friends to talk to each other and make new friends.

### **Train Staff.**

We conduct an informal group training where we walk all of our volunteers through all the jobs so they have a basic understanding and can pick where they would like to work. Once we are done setting up and settled in we begin to work one on one with our volunteers so they understand the work they are doing. We keep doing this the entire night switching between stations and teaching.

Burger Pit is a learning laboratory for students because it is completely student run. Our logo was created by students, along with the menu design, inventory was taken by the managers (who are students), price change statistics and data was created by students. Burger Pit is a learning laboratory for students because of the opportunity it provides for student ideas and work.

### **Assess employee performance.**

Our method to evaluate our volunteers performance as students is by checking in on them at the stations they're working at, and once we check in we stick around for a little bit and keep an eye on the work they're doing to make sure they understand the work they are doing. If the student adapts to the work environment really well we ask them to come back and if they're really good we ask them to help train other employees. We are always on the lookout for next year's manager.