



# SALES PROJECT

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**Lima Senior Highschool**

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# I.Executive Summary

## Chapter overview

Our DECA chapter lacks school funding, has limited resources, and a low-income based community that is not equipped to fund student endeavors. We do not want any of our members to miss the experience of the Ohio DECA Career Development Conference or DECA's International Career Development Conference. Our chapter normally covers the full cost for the conferences for all members. However, due to financial restraints, we were limited in our resources from previous years. This caused a major drop in funds but as of 2024-2025, we are in the slow recovery of that deficit.

## Project overview

The two key objectives of our 2024-2025 sales project are: increasing community involvement and raising funds to support our DECA program. With this project we build a better relationship with the community by actively engaging with the local businesses to build stronger connections and raise awareness about the opportunities we offer as a chapter to these businesses. The funds raised through this project are crucial in providing our members with the resources they need for travel, competition fees, and professional development. We believe that with greater community support, we can continue to offer our students valuable experiences that will help them develop their leadership, business, and entrepreneurial skills. The sales project not only gives us a chance to generate essential funds, but it also strengthens our DECA chapter's presence in the Lima community, paving the way for future growth and success.



### Activities

### Description

#### Merchandise Sales

Merchandise sales involve selling school branded products, such as clothing, accessories, or other items, to raise funds for our DECA program.

#### Sponsorship Drive

Our DECA chapter's organized effort to secure financial support from local business, organizations to help raise funds needed for competition and travel expenses. In return for their support, sponsors often receive recognition through branding and promotional methods.

#### Coffee Sales

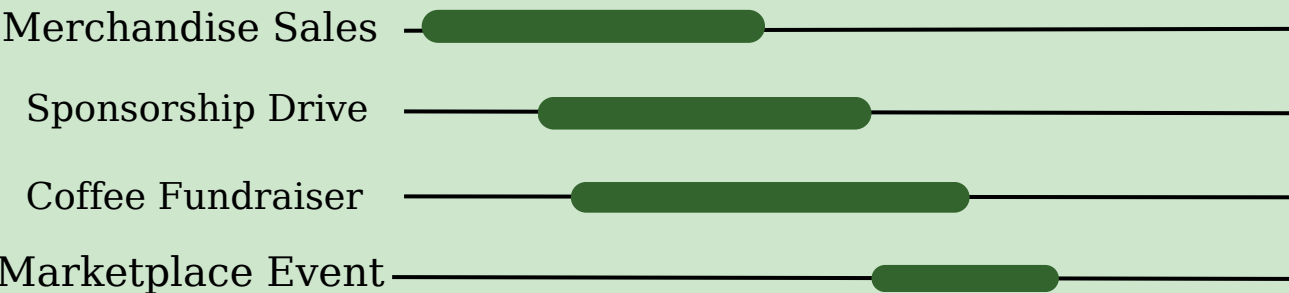
We partnered with a local coffee shop to create three exclusive coffee flavors, available only through our DECA program. This collaboration allows us to offer unique, limited-edition blends that cannot be found anywhere else, giving our community a special way to support our chapter.

#### Marketplace Event

Our senior DECA class develops business plans and presents them to members of the community for feedback. Afterward, they place orders for the materials needed to create their products. Once everything arrives, the seniors have one week to produce and promote their creations. Finally, at the marketplace event, they showcase and sell their products to the community.

### Timeline

Aug. Sep. Oct. Nov. Dec. Jan. Feb.



## Total amount raised



## 2024-2025 August-February Sales Team

### Triple Threat Sales Crew

Every year our chapters sales project creates a unique name and logo to use when we present ourselves. This year we are branded as the "Triple Threat" with our slogan "Stars align, sales shine"



### Problems & Goals

- Financial inequality among DECA members
- Lack of community awareness for DECA fundraisers & events
- Generate chapter opportunity equality
- Improve sales approach for our digital market presence

### Human Resources

Christian Ackerman



### Communication manager

#### Key Roles

- Continues communication with partnered businesses
- Coordinates planned events and fundraising with partners
- Notifies students of incoming deadlines and due dates

Mallory Gipson



### Marketing manager

#### Key Roles

- Branding & Advertising
- Customer Engagement & Sales Support
- Event Planning

Davyon Williamson



### Outreach manager

#### Key Roles

- Increases connection to on going sponsors
- Reaches new customers and potential markets
- Establishes new connections to community leaders

### Closing the Project

At the end, we hold a meeting to review the goals we set for the project at the beginning of the year. We then break down the numbers to assess the success of each milestone and determine the profit each fundraiser generated. Next, we analyze all the surveys and agree on the improvements we can implement for next years project

# II. Initiating

## A. Statement of the problem



The Lima Senior DECA students show their dedication to the Marketing Education program every year through their hard work, community involvement, and high-achieving aspirations. Our students have qualified in districts, state, and nationals over the previous years. The problems that we have faced are a lack of school funding, limited resources, and a low-income community not equipped to fund student endeavors. This year Ohio DECA CDC has Lima Senior standing at a chapter size of 36 students in attendance. These students partake in all trips that we offer, such as competitions and our summer leadership retreat (where they fundraise half of the cost). Additionally, the Lima community struggles as typical rust belt cities in Ohio, with a major loss of jobs in the 1980s and 1990s, leaving a deep recession and poverty in its tracks. Our city and its inhabitants struggle daily. The Lima, Ohio income per capita is \$16,705, which is 44% lower than the national average (\$29,829). Lima, OH crime rate is 121% higher than the Ohio average; the median household income is \$30,953, which is 44% lower than the US average, 11.5% of people in Lima completed a bachelor's degree, which is 62% lower than the national average, only 77.9% completed 8th grade and 76.8% completed high school.

We want to improve our community and change these statistics to create a more successful and prosperous community. Every year Lima Senior's DECA chapter is heavily involved in the community. Whether mentoring at-risk elementary students through our Big Spartans Little Spartan program or raising awareness of disabilities through The Joy Project, every member contributes to our local community. Through these partnerships, we develop student-professional relationships with local organizations. The Sales Project will benefit both our DECA Chapter and our local community by providing partnerships, raising awareness, and generating funds for the community.

1

### Increase opportunities for our DECA students

While moving forward with our sales project, it has been important to constantly see opportunities for our students to gain professional skills. While conducting our various fundraising projects we have strived to push students out of their comfort zones while pursuing this task. For example, A). our sponsorship drive has moved our students into a situation where they must meet with a business leader in a professional environment and explain the benefits of becoming a potential sponsor of our chapter (further explained on page IV, under milestone B). Through a task like this, professional connections are made, and students are taught through real-world experiences how to have meetings with a business professional. Through our other highly profitable fundraiser, the coffee sale, our students are able to gain so much experience in the art of selling products (further explained on page IV under milestone C). This can open up great opportunities for our students to understand a customer-to-producer relationship. It also helps create more connections with those they sell to.

2

### Increase awareness for DECA chapter within the community

The Lima Senior DECA program is deeply involved in the community, and our program is well known by the residents of the Lima Community. Currently, Lima Senior DECA is the only DECA chapter within the entire Allen County area. While this makes us unique and provides certain advantages, it also limits the opportunities available to our students. By expanding our reach farther out we will gain more resources, knowledge, and connection that our inner community cannot offer us. Ultimately, our vision for growth is centered around the idea that our students deserve the very best in terms of opportunities and resources. This increased access will give our students a competitive edge, allowing them to gain experiences, internships, and mentorships that would usually be out of reach.

3



## Purpose

The purpose of our sales project is to raise the needed funds for our DECA chapter to attend the Ohio DECA Career Development Conference and DECA's International Career Development Conference. Not only do we attend DECA conferences, but we hold a banquet for the new inductees, have officer retreats where we build leadership skills, and even put on a practice competition for the surrounding areas DECA chapters. All of these educational events cost money and unfortunately, in the Allen County area money can become an issue for our chapter. We fully intend to raise and fund not only the activities for the 2024-2025 year but also the 2025-2026 school year. Our project is centered on the need for our DECA Chapter to raise funds to support our poverty-stricken members. We want everyone to have the opportunity to go to the Ohio DECA Career Development Conference and DECA's International Career Development Conference completely free of personal cost, but based on the efforts put in by our students. No student should be turned away based on inability to pay, which is why we are determined to have the ability to fund every one of our DECA members through fundraisers.



Our project is about connecting the community, developing young business professionals, and raising money for our DECA chapter. We had four separate fundraisers: a spirit wear sale, the Marketplace event, the coffee fundraiser collaborated with Vibe Coffeehouse and Café, and our sponsorship drive. The merchandise is going to be sold through our brand-new online store that the entire Lima community has access to. Our partnership with Carlton McClellan, who is a Lima Senior Graduate and owner of Vibe Coffeehouse and Café, will bring the opportunity to create seasonal coffee flavors to sell for our fundraiser. Lastly, our sponsorship drive, will tie local businesses and businesses we meet while expanding our reach into communities around us, to our DECA chapter, and promote student-professional relationships and a prosperous community.

## Project Rational & Expected Benefits

Managing funding for the LCS DECA Chapter is critical to the students of our chapter. At Lima City Schools, where DECA is a paid career tech, and all events that require traveling require money raised per student to attend, it is crucial to understand where we will stand with our funds. This is to ensure that all of our students will be able to attend events and get a fair chance to succeed, no matter what their financial situation is at home. The chart below shows the overall revenue gained from each fundraising event. Each student put in so much work to contribute. This hard work had the intention and expectation of helping to fund all students in our chapter.

<u>Fundraiser:</u>	<u>Revenue:</u>	<u>Expenses:</u>	<u>Profit:</u>
<u>Online Merchandise</u>	<u>\$7,092.00</u>	<u>\$5,757.00</u>	<u>\$1,335</u>
<u>Sponsorships</u>	<u>\$10,650.00</u>	<u>\$320.00</u>	<u>10,330.00</u>
<u>Coffee Sales</u>	<u>\$5,055.00</u>	<u>\$2,543.72</u>	<u>\$2,511.28</u>
<u>Marketplace</u>	<u>\$2,830.16</u>	<u>\$0.00 (Grant)</u>	<u>\$2,830.16</u>
<b><u>Total:</u></b>	<b><u>\$25,627.16</u></b>	<b><u>\$8,620.72</u></b>	<b><u>\$17,006.44</u></b>

# III.Planning and Organizing

## A. Project goals

During our course of planning this process, we decided to pursue Four Milestones to execute the Triple Threat's goals. We discovered new ways to generate profit for our chapter and implemented unique ideas to engage our customers in the growth of our journey. We discussed the best methods to generate revenue for our students in which we concluded a variety of fundraisers, digital shops, and products made by our DECA students!



### LEARN

Lima Senior DECA has endured professional **skill-based training** through our two advisors for each of our four milestones. DECA Spartans had the opportunity to develop real-world professional **hands-on training** through job application assistance, **product development**, and **invited guest DECA alumni** who are involved in the professional realm today. Our Spartans were taught the professional process of operating the Spartan Higher Grounds, our coffee shop, as well as how to acquire sponsorships, produce new coffee flavors, and create innovative ideas into physical products to be sold at our Marketplace. Additionally, students learned how to promote, design, and distribute merchandise for our Spartan merchandise milestone, which was pursued digitally this year for widespread access and sale opportunities among our entire community.

### SELL

Our DECA students came up with **new tactics and methods** to sell our fundraiser products throughout the year. For example, we noticed that the merchandise sales would profit more through an online store instead of a limited in person shack. We managed to earn a profitable increase of Allen County customers as we met our estimated goals to ensure financial support for students pursuing Ohio's CDC and ICDC.

### HEART

Aside from the results of our Milestones, what matters most is the work put in, and the **smiling faces** of our community that came out of it. As a **poverty-stricken district**, we have to overcome many hurdles to reach our bright goal of getting that glass. We've broken students out of their shells, taught life lessons to be carried out in high school, and received **nourishment** of those lessons from our Spartan DECA alumni who are contributing their prior DECA knowledge to the world today. We've come a long way from where we began in product and supply, through the expansion of products, lessons, and opportunities. Nonetheless, we put our **heart and soul** into the progress, goals, and work put into our DECA season, and most importantly, our sales project.



Christian Ackerman

### Communication Manager

#### Key Roles

- Continues communication with partnered businesses
- Coordinates planned events and fundraising with partners
- Internally notifies students of incoming deadlines and due dates

**Christian Ackerman's** key contributions to the Sales Team lie in his strong communication skills, networking abilities, and talent for building relationships. As the **Communications Officer**, these qualities can be demonstrated through his work collaborating with business executives to create new funding opportunities and fostering stronger relationships with community members. Christian's main responsibility was to maintain communication with our business partner Carlton Mclellan (owner of the Vibe coffeehouse).

**Mallory Gipson's** invaluable input to the Sales project was her creativity, technical skills, and marketing skills. As the **Marketing Manager**, these abilities are seen through planning events and creating promotional materials to release to the community. Mallory was accountable for making marketing collateral, **designing** the sponsorship t-shirt, and **planning** out our sampling event.



Mallory Gipson

### Marketing Manager

#### Key Roles

- Branding & Advertising
- Customer Engagement & Sales Support
- Event Planning



Davyon Williamson

### Outreach Manager

#### Key Roles

- Increases connection to on going sponsors
- Reaches new customers and potential markets
- Establishes new connections to community leaders

**Davyon Williamson's** beneficial factors for the Sales Project were his exposure and awareness produced to the community for DECA events, fundraisers, etc. as well as his exclusive strategies to execute **Triple Threat** to its full potential. As the **Outreach Manager**, Davyon applied marketing skills through social media for merchandise awareness, community liability for the distribution of coffee products, and cohesive productivity for the marketplace.



## i. Milestones

1

### Merchandise Sales

The Merchandise Sale is a traditional project that helps our DECA students contribute to the distribution of school spirit wear. This fundraiser takes place from August to October. Spirit wear is a valuable product to our community and especially to our students. Our students love spirit wear because it is the only exceptional clothing that allows them to be out of the dress code during the school day. Our community appreciates it because it is a great way to support the Spartans at various sporting events. The benefit of this sale is that our target market is loyal to our school brand because of the passion they hold for Spartan pride. In past years, we have sold this product at football games so our fans can help show their Spartan pride, but this past year we have found a major increase in profits by switching to an online store. With this system, we can get an exact number of the products that need to be made, so that we will not have to result in unnecessary production of unneeded products.

2

### Sponsorship Drive

The Sponsorship Drive is one of the most crucial fundraisers that the Lima City Schools DECA chapter holds annually. This is due to the overall lucrative success that it achieves each year. This fundraiser takes place from the middle of August to December. In this fundraiser, our students are sent out to the public to visit our city's local businesses and collect potential sponsors. This gives local businesses a chance to give back to their community by funding the Lima Senior DECA Chapter. The benefits of becoming a sponsor are based on a system of levels. We offer 4 different tiers: bronze (\$50), silver (\$100), gold (\$250), and platinum (\$500). This fundraiser provides a great opportunity to teach our students how to present an offer in a professional environment to a real-life business leader.

3

### Coffee Sales

The Coffee fundraiser is another great opportunity for our students to present themselves in a face-to-face sales process. This fundraiser starts in early September and is delivered by the middle of December. In this fundraiser, our students are once again sent out to the general public to present our unique and exclusive coffee blends. What makes these coffee blends so exclusive is not just the warm and mouth-watering taste of the blends, but also the origin of how the blends were designed. All of our coffee flavors were created by DECA students' top choices and various tests, and through our partnership with the Vibe Coffee House, we can bring this dream coffee to life. These coffee beans are soaked in the chosen flavors' key ingredients for days to weeks on end to achieve the exact flavor our customers desire.

4

### Marketplace Event

The Marketplace event was held at a specifically chosen Lima Senior High School home basketball game from the middle of November to the middle of January. It was held at a home game that is expected to be the most attended by fans. This event focuses on our students' creativity, as they are assigned to create a unique product to sell at this event. Some examples from this year's Marketplace are the candles that had themed smells that relate to our school's pride, a variety of quality cookies and baked goods that our students created themselves, and even dog treats that belong to a home-run business operated by one of our students.

## ii. Timeline to reach milestone



# Key Metrics

## D. Quality management plan

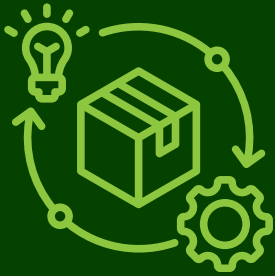
### Profit



#### **Measures goals:** Subsidize

Our plan is to use the profits generated from our sales as a way to gauge how effective we are at subsidizing chapters' expenses. In addition to covering these costs, we aim to direct the profits towards supporting various initiatives within the chapter, such as helping with activities with Big Brother Big Sister and applying some funds to our Joy project. This funding will also help reduce the financial burden on our members for trips we take outside of competitions. Ultimately, the goal is to use these profits to enhance the overall experience and opportunities that our chapter provides members.

### Product



#### **Measures goals:** Create

This key metric focused on the products that we've designed and created for our customers, using them as a way to measure the success of the goal created. One of the key elements of this initiative has been building partnerships with local businesses like Vibe Coffeehouse and Gray's Cappy's, which have played a significant role in helping us bring our products to life. For example, Vibe Coffeehouse worked with us to create three unique coffee blends to sell to the community. Meanwhile, Gray's Cappy's has been instrumental in the production of the apparel for the merchandise we designed. Additionally, our senior DECA members were given the responsibility of creating a micro-business plan. These plans weren't just theoretical but led to the creation of actual products that were sold to the community.

### Survey



#### **Measures goals:** Learn

We planned to send out several surveys to gather feedback from our customers about the coffee bags we sold and the products from our marketplace. This was an important part of measuring the success of our "Learn" goal. The surveys gave customers a chance to share their thoughts on the quality of the products that we created, which allowed us to see what they enjoyed and what we could improve. The surveys also asked how they heard about the event, helping us evaluate whether we were using our promotional efforts effectively. By learning what channels reached them, we could better understand which marketing strategies were working and where we could focus more attention in the future. Additionally, this was a chance for our customers to provide constructive feedback and suggest improvements for next year.

### Sales



#### **Measures goals:** \$20,000 sales

Our final key metric was to achieve \$20,000 in sales, and we employed a variety of strategies to reach this goal. We created a range of promotional materials to target our ideal customers and generate interest. To encourage larger purchases, we introduced bundle deals into two of our milestones: the coffee sales and the marketplace. We also updated our payment options to include PayPal, Cash App, and Venmo, making it easier for customers to complete their transactions. Additionally, we partnered with local businesses and local influencers to help with the promotional phase of our milestones, expanding our reach and building awareness of them.

# Analysis of Potential Risk

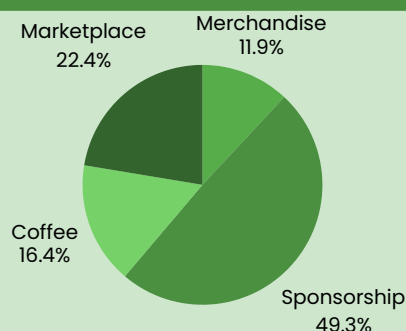
Risk	Impact	Responses Strategy
<b>Internal Operation</b> Risk Level low	<ul style="list-style-type: none"> <li>Operational disruptions</li> <li>Bad communication</li> <li>Lack of Scalability</li> </ul>	To address the low risk of internal operations we focused on efficiency and strong communications. We worked on strong communication by having meetings with our advisors every two weeks, to discuss the timeline of the next milestone and the numbers of the last milestone. We strive for efficiency by moving into an online-only merchandise sale and focused on customer feedback.
<b>Lack of Engagement</b> Risk Level moderate	<ul style="list-style-type: none"> <li>Insufficient sponsorship</li> <li>Missed opportunities</li> <li>Weakened relationships</li> </ul>	To resolve the impact the lack of engagement with our sponsorship drive could have, we contacted numerous businesses within our community. We also did a lot of follow-up with some of the businesses that we contacted, but they just haven't responded. To strengthen the relationship with our sponsors we set clear intentions with what they get out of sponsorship.
<b>New Product</b> Risk Level High	<ul style="list-style-type: none"> <li>Market rejection</li> <li>Supply chain Disruptions</li> <li>Brand damage</li> </ul>	To navigate the potential impact of Market rejection, we made a lot of promotional efforts for the new flavor of coffee and apparel merchandise. We also introduce a discount for the coffee bags, a four-bag bundle for \$55. To protect ourselves from our materials not coming in on time for the marketplace, we ordered off of Amazon Prime and made sure everything would arrive a week before

## F. Proposed project budget

This sales project budget was created by reviewing the financial data that we gathered from previous years and setting clear objectives for this year's sales project. From there we developed the budget that would help us achieve these objectives. We used a mix of activity-based and Top-down budgeting approaches. For certain events, our advisors would determine the budget, while for others, events we based the budget on the resources to execute.

## Annual Profit Breakdown

Merchandise Sales	\$ 1,335.00
Sponsorships	\$ 10,330.00
Coffee Sales	\$ 2,511.28
Marketplace	\$ 2,830.16



## Triple Threats Budget 2024-2025

**Expected revenue** \$ 20,000

**Cash outflow** \$8,620.72

Apparel cost for spirit merchandise	\$5,727.00
Sponsorships t-shirt	\$320
Coffee expenses	\$2,543.72
Total expenditures on the marketplace	Grant funded

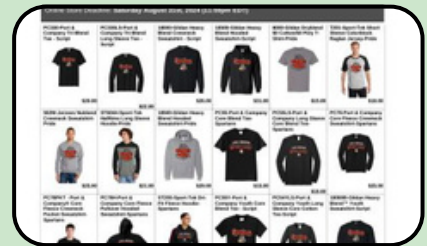


# IV. Execution

## Merchandise Sales

### Phase 1: Design Merchandise

When creating a product that not only provides comfort and even warmth during winter sports, it was important to keep in mind the brand that our merchandise is to symbolize. The Spartan brand is not just a school spirit concept, but to our community, it is what makes us family. With this in mind, we have to remember that even **school spirit** can become overused if the design is not updated. So every year we release a **new design** that promotes our school spirit and even presents upcoming events that may be held during the school year. Such as important games, special event merchandise, etc. This year we created another line of merchandise that will go along with our previous year's options, and continue to support the message of **Spartan spirit**.



### Phase 3: Promote

To promote this upcoming merchandise sale, we decided to reach out to our target markets' daily lives by placing flyers all over the school that promoted our sale with information on how to buy. These **flyers** were designed by our DECA students and contained a **QR code** that directed you to our website. These flyers played a major role in creating an easier form of **outreach** to our customers.



### Phase 2: Create a website

After many years of experience in merchandise sales, we have been able to identify what has gone good and bad. The major issue we had was the guesstimate we had to make every year on how much product to produce. The issue with this is when we had leftover products that did not sell we now were at a small loss. To eliminate this problem we decided it would be better to switch from an in-person shop to an **online ordering store**. This greatly saved expenses and **eliminated unnecessary production** of unneeded products. With this new online store, we got precise numbers, easier online transactions and better customer reviews overall.

### Phase 4: Sell & Distribute

After we have received all of the **online orders**, we send the orders to our partners at Gray's Cappy's sportswear and promotional products. After we get a return on the request sent, we start the **delivery process**. We **hand deliver** all of our merchandise. This task does not prove difficult because the customers are usually within reach at school or in our community.

**Merchandise  
profit**

**\$ 1,335**

# Sponsorship Drive

## Phase 1: Present yourself

We teach our DECA members how to present themselves when going to get sponsorships. We taught them to focus on **body language**, clear communication, dress appropriately, **self-confidence**, practice good conversational skills, and prepare a personal introduction. We did this so that our students would look **professional** when going out to business in the community.

## Phase 2: Go out to business/organizations

Our senior and Junior DECA members visited local businesses and told them about our program. They **inform** the business about the benefits of different sponsorship levels and explain the required contributions for each level. Additionally, some members **phone calls** instead of going **in person** to the business. Each of DECA members had to raise a minimum of \$100 in sponsorships

Sponsorship  
profit

\$10,330

We have four levels of sponsorship. Each level offers a different value to you as a Lima Senior High School DECA sponsor. The levels and benefits are as follows:

**Bronze Level** – For a \$50.00 donation, your name will be included on our promotional materials and social media within our Lima Senior DECA chapter.

**Silver Level** – For a \$100 donation, your company name will be listed on our official LSH DECA t-shirt as well as on the promotional materials and social media included at the bronze level.

**Gold Level** – For a \$250 donation, your company logo will be displayed on our official LSH DECA t-shirt as well as those benefits included at the bronze and silver levels.

**Platinum Level** – For a \$500 or **greater donation**, your company logo will be displayed on the t-shirt and distinctive shout outs before DECA conferences & our DECA banner, as well as all those benefits included at the Bronze, Silver, and Gold levels.

## Phase 3: Design the tshirt



The designer of our t-shirt, Mallory Gipson, our **Marketing Manager**, shared her **creative vision**: For the front, she drew inspiration from a **classic**, old-school university style. On the back, she focused on clearly **distinguishing** the different levels of sponsorships to ensure they stood out.

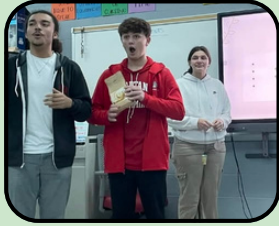






# Marketplace Event

## Phase 1: Present to “sharks”



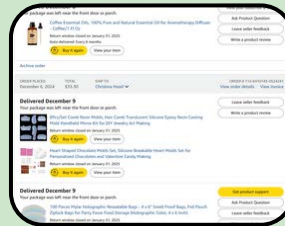
The Senior DECA students are given the challenge of developing their own **micro business** ideas from the ground up. They are tasked with creating detailed **pitch decks** that outline their **business concept**, the materials they will need, and the specific **amount of funding** they require to make their vision a reality. The pitch deck must be comprehensive, including a clear **plan and vision for the business**, as well as a breakdown of how the funds will be used. Then the students will have the opportunity to present it to a group of **four community members**, who will act as “**sharks**” in the style of the popular TV show *Shark Tank*. These sharks will listen carefully to each pitch, asking **questions and evaluating** the potential of each microbusiness. For the students to move forward with their plans, they must **receive approval** from the “sharks”.

## Phase 3: Create the product

The groups then separated into their assigned areas and started working on creating their products. A wide range of items were being crafted, including **air fresheners, dog treats, food products, hair clips and combs**, and even **leather trash cans** designed for cars. Each group was given about a **week and a half** to produce a significant number of their products. The groups had to make **test samples** first, allowing them to fine-tune their recipes or designs to ensure the final product was of the **highest quality**. This testing phase gave them the chance to perfect their items before moving on to mass production. Over the week and a half, the groups worked on **designing labels** for their products and also took the time to **package** everything carefully, preparing it all for the upcoming event.



## Phase 2: Order materials



The seniors were given the responsibility of compiling a **comprehensive list** of all the **materials** they would need to make their product. To help guide the process, our advisor brought a group up one by one at her desk, where she worked with us to review the list item by item. She **reviewed** each item and **double-checked** the quantities to make sure everything was accurate and accounted for. Our advisor's guidance helped us spot any potential errors or missing details, ensuring the list was as precise as possible. After confirming that the list was complete and correct, we were able to **place the order** with the grant money that we receive by **The Allen County ESC**, and all the materials arrived within the week. Once the **shipment** came in, we took the time to carefully distribute the materials, ensuring that each micro business received everything they needed for their projects.

## Phase 4: Sell the products

The micro businesses would display their product in the cafeteria. They set up at 2:40 so that when teachers get out of school they are able to come down and buy our product. Then from there the rest of the customers are fans from the basketball game and the local community. This phase taught our senior DECA students **professionalism and good customer service skills**.

**Marketplace  
profit**  
\$2,830.16



# V. Monitoring and Controlling

## A. Monitoring



## Schedule

For our merchandise sales, we established **clear deadlines** for when the designs needed to be finalized, as well as a final date for customer orders. In terms of the coffee sales, we held **several meetings** with Carlton, the owner of Vibe Coffeehouse, to plan out the unique flavors, schedule delivery of the coffee bags, and **set a date** for the coffee sampling event. The entire marketplace event was structured to take three weeks, starting with the presentation of business plans, followed by the creation and promotion of the products, and concluding with the sale of the items to customers.

Monday	Tuesday	Wednesday	Thursday	Friday
	1	2	3	4
7	8	9 Meet with alumni for Coffee Sales visit	10	11
14	15	16	17 DECA @ Bluejackets	18
21 Fall Leadership Conference	22	23 Halloween BBBS event	24 Triple Threat coffee meeting	25
28	29	30	31	

## Budget

Monitoring the budget was a crucial part of project management to ensure financial resources were used efficiently and the project stayed within its allocated funds. Our proposed budget this year was **\$9,500.00** to cover the expenses of the **Triple Threats** four milestones. **Regular tracking** was done by comparing actual expenses against the planned budget helps to identify any discrepancies early, allowing for adjustment. Using **financial tracking tools**, setting **clear budget checkpoints**, and maintaining detailed records of expenditures can improve the efficiency of the money. Staying the top of the budget helps **avoid overspending**, ensures you're using resources in the best way possible, and lets you make informed decisions if **unexpected costs** come up. Ultimately, keeping a close eye on the budget helps minimize financial surprises along the way.

**Coffee Bags**

B I U ↺ ↻

We're reaching out with a quick survey to gather your feedback on our annual coffee sales. We'd love to know your favorite flavors and hear your suggestions on how we can improve both the distribution and overall experience of purchasing our coffee. Your insights will help us make next year even better!

What was your favorite coffee flavor this year? \*

☐ Spartan Spiced Caramel Creme

☐ Warm Blizzard Holiday Blend

☐ Grandma's Cobbler in a Cup

Tell us about your overall experience with buying our coffee bags? \*

Form autocomplete text

## Project quality

We monitored the quality of our Sales project through customer surveys. Through the customer's **reviews** and **feedback**, we are able to identify the **areas for improvement**. We also did multiple **check-ins with group members** and overseeing advisors to make sure everything was going as planned and that there were no issues with our distributors. Through **customer reviews survey**, we ensure that we are selling high-quality products and outstanding customer service.

## B. Controlling

During the Sales Project, the team faced various **challenges** that required prompt resolution. These issues were addressed **swiftly and effectively** to ensure the project stayed on track and met its timeline objectives. Below are the problems encountered in each activity and the steps taken to resolve them.



## VI. Closing the project

### A. Evaluation of key metrics

#### Profit



#### Total profit

**\$17,006.44**

**Measure Goal:** Subsidized

**Achieved:** 100%

Our main goal was to help cover the annual expenses of our DECA members, reducing the financial burden. To measure the success of this goal, we tracked the difference between what a member would have had to pay out of pocket versus what they actually ended up paying. Beyond just covering expenses, we also wanted to use a portion of our profits to support projects within our chapter. We were able to successfully reinvest in our senior micro-businesses and the Joy project. This not only strengthened our chapter but also ensured that our efforts were successful.

#### Surveys



#### Number of surveys #2

**Measure Goal:** Learn

**Achieved:** 95%

One of our goals was to learn, we wanted to hear constructive feedback from our customers so that we could improve on those areas next year. We did this by sending out a survey after the coffee bags were distributed to their customers. The customer's feedback was very intriguing they wanted to see an online website for the coffee sales and asked for the delivery of the coffee to be changed. Also, we sent out a survey for the marketplace asking about the quality of the product and how they learned about the event. This was to help us if we had enough time to make good quality products and to see if our promotional efforts were working effectively to reach the community.

#### Sales



#### Exceeded by

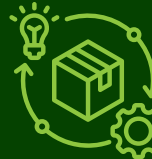
**\$5,627.16**

**Measure Goal:** \$20,000 in sales

**Achieved:** 100%

We successfully achieved our goal by implementing a variety of promotional strategies for each milestone. Our team designed flyers, made school announcements, and sent out school district-wide emails to reach more people. Additionally, we partnered with **Lima News** and local social influencers to expand our visibility within the community. To further engage potential customers, we hosted a sampling event to introduce our **three** new coffee blends to the community. This allowed people to be able to taste test the coffee before purchasing a bag, which helped drive interest and boost sales.

#### Product



#### Number of products #10

**Measure Goal:** Create

**Achieved:** 100%

We were able to obtain this goal thanks to our partnerships with Vibe Coffeehouse & Cafe and Gray's Cappy's. Our team worked hard designing new apparel for the merchandise sales, along with a brand new sponsorship t-shirt. In addition, our seniors developed eight unique products for the marketplace event. To top it off, we created **three** distinct coffee blends, bringing even more variety and excitement to our milestones. Through creativity, collaboration, and dedication we made this goal achievable.



## Worked Well

## Areas of improvement

### Initiating

When doing our research on the problems that affect the community and our Lima Senior DECA students, our team learned useful skills, critical thinking, and research skills. This enabled us to create goals for our project based on the information we found.

While the initiating phase of our project went well. We could improve the communication plan so there are no inefficiencies later in the project. Also, we probably set more clear objectives for each milestone to make sure they are measurable, achievable, relevant, and time-bound.

### Planning & organizing

During organizing our four milestones, our team achieved increased profit sales, improved events for our community, increased attendance, new methods, and adaptations to how our Spartan community shops. Triple Threat conducted a total of four raffles, five events, and consecutive sale opportunities and fundraisers within our chapter.

While our events ultimately ran smoothly, there were areas of improvement needed within communication among team members, due to scheduling conflicts in regard to other school-related activities. Also, we could have been more efficiently planning on what materials would be needed for each event, instead of forgetting certain things that are meant for that specific event.

### Execution

The execution of each milestone was successful, with each phase teaching the team valuable skills while generating significant revenue to support our DECA chapter. The skills gained included business management, analyzing sales trends, and gathering customer feedback.

While we did meet our goals for this project, there were a few issues with the execution of each milestone. In the Sponsorship drive, we lack engagement from students to get sponsors. We also encountered time management hurdles when some of the groups were running behind schedule with creating their own product for the marketplace.

### Monitoring & controlling

While monitoring the project, we sustained daily attention to each milestone and its progress. Triple Threat has utilized our advisors and management tools, such as Google Forms, community outreach, and product supply checks.

During this phase we could've improved on our post-implementation review by going deeper into what went well, what didn't, and how processes can be improved for future projects. Additionally, we could have done more quality checks of our products to maximise the use of customer feedback.

### Closing the project

At the end, we held a meeting to review the goals that we set for our project this year. We also broke down each milestone and evaluated them. This taught our team many skills such as reflective thinking, data analysis, accountability, and team collaboration.

In our final stretch, we realized that we could've done better documentation of the project. Also, we should have kept more detailed records of the financial data, sales performance, and customer feedback.

## Weakness

- Lack of community awareness
- Businesses lacking participation
- Less students joining our class

## Strengths

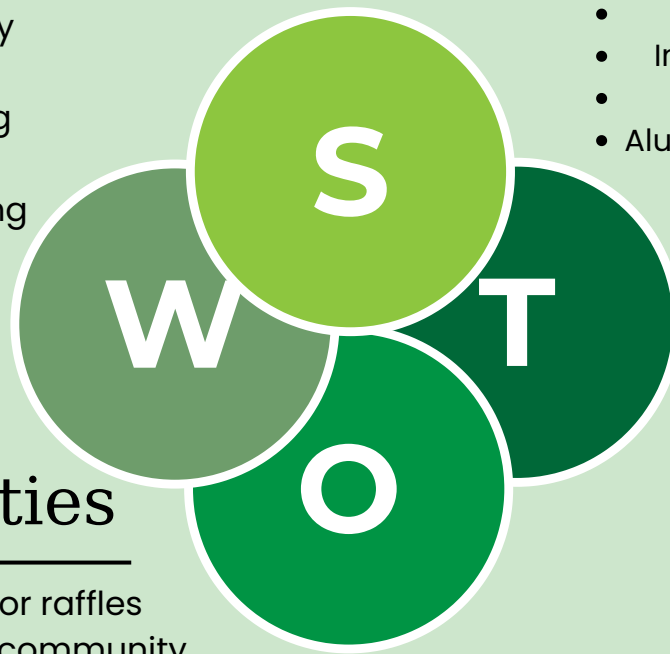
- New adapted Digital Markets
- Increased Social Media Activity
- Various innovated products
- Alumni Support and collaborations

## Opportunities

- Collaborations for raffles
- Hosted events for community
- Gain relationships with local businesses

## Threats

- Local competition of products
- Students facing new challenges
- Local economy/buisness situation



### C. Recommendations for future projects

During our final meeting, the team took time to carefully review the customer's feedback on the 2024-25 project milestones. We thoroughly discussed the insights provided and analyzed how they impacted the overall success of the project. After much discussion, we agreed on four key improvements to implement in next year's project. These changes aim to enhance the customer experience, streamline our processes, and increase the project's overall success. By addressing these areas, we are confident that the outcome of next year's project will be even more successful than this year's.

#### Online website for coffee sales

Launching a limited-time website for coffeebags sales allows you to reach a broader audience, extending beyond those directly connected to DECA members and attracting new customers

#### Include K-cups in coffee sales

To make our product more accessible, we could expand our market by providing k-cups containing our DECA coffee for those customers with Keurigs. This may appeal to our community with an easier way to make, taste, and savor our exclusive coffee flavors

#### Sponsorship Support

With promoting our Sponsorship Season to the local media, community, and businesses, we may see increased community outreach and outcome. Taking this new approach could extensively support our chapter more than how it has before

#### Timeline & Workflow structuring

A well-organized timeline and workflow structure ensures efficiency and smooth execution of the milestones. Ways you can do this is by assigning responsibilities, monitor & adjust, establish a timeline

# VII. Bibliography

## Correspondence:

Mrs. Chrissy Hood & Mrs  
Moseley

Lima Senior High School  
DECA Advisors

Mr. Carlton McLellan, Ph.D

Vibe Coffeehouse & Café

Ms. Beth Jokinen – Lima City  
Schools

Public Relations Specialists

## Business and Organizations:

Lima City Schools

Gray's Sportswear – Chad  
Gray, Owner

Graphics Communications  
Teacher Melissa Maag,  
Sales/Online Store

Melissa Maag, Sales/Online  
Store





# VIII.Appendix

Coffee order form

From: Carlton McLellan, Ph.D. <[carlton@vibecoffeehouse.com](mailto:carlton@vibecoffeehouse.com)>  
 Date: Sun, Feb 9, 2025, 12:33 PM  
 Subject: K Cup filler and sealer  
 To: Christina Hood <[chood@spartanlimaschools.org](mailto:chood@spartanlimaschools.org)>

Hi Chrissy,

Following up on our conversation, this is the KCup Kit (filler and sealer) that I'd like to get. It's from Buckey Roasters (based in Arizona) which is where I also bought my coffee roaster from; which is what we use to roast all our coffee. They have excellent customer service and parts and so forth, so they do a great job. This one is on sale (if they have any more in stock right now) at \$1,999 when it's normally \$2,999. I'd love to see how we can work out a partnership whereby some of the DECA funds are used toward purchasing this unit (or fully purchasing it). Some ideas for how it could work would include:

1. LSH DECA gets its coffee used for hot drinks (which I believe you all make using K-Cups) **for free** for Spartan Higher Grounds up to a pre-agreed upon maximum. You'd still have to pay for any coffee used for cold brew that would not go into the K-Cups; but otherwise, all your coffee for K-Cups you wouldn't pay for, up to a certain maximum.
2. Revenue share (a percentage of the net revenue from all Vibe K-Cups sold; up to a pre-agreed upon maximum, goes to LSH DECA).

Communication with Carlton

Coffee

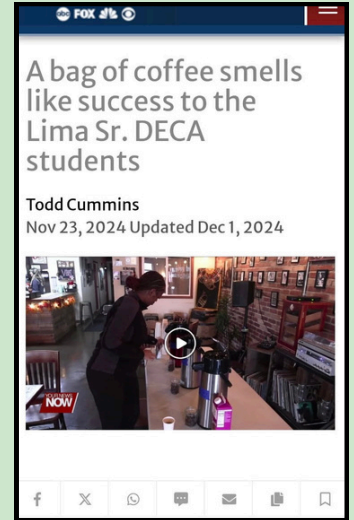
Marketplace



Merchandise Website



## Surveys



## Promotional Materials