



JD's Frozen Custard

Business Solutions Project

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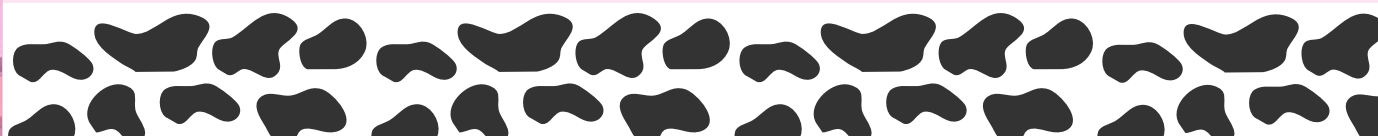
Northmont High School

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Clayton, OH 45315

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I. Executive Summary

JD's Custard

JD's Old-Fashioned Frozen Custard is a seasonal custard shop located in Englewood, Ohio. They offer a variety of different custard flavors, sundaes, and slushies. JD's is widely recognized as a hometown custard shop, celebrated for its customer service, unique menu, and a community focused atmosphere.

Purpose

The purpose of our project is to help JD's Frozen Custard simplify and streamline operations which includes increasing their customer satisfaction and profit of the business. Our project focuses on improving the menus and finding new creative ways to extend outreach.

C

Catering
Awareness



O

Optimize
Space



W

Widen
Audience



S

Simplify
Menu



PROBLEM

The project chairs encountered 4 problems: catering wasn't being utilized fully, the rental space was lacking usages, social medias weren't reaching a wide enough demographic, and menus were often found confusing.

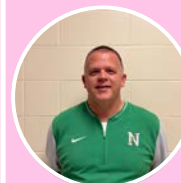
SOLUTION

To combat these problems, the project chairs decided to create a marketing campaign, hold catering awareness events, redo the menus, and provide expertise for the use of extra space.

Project Chairs



Project Partners



Milestones

ONE

Gather
Information



TWO

Redesign
Social Media



THREE

Promote
Catering



FOUR

Brainstorm
New Ideas



Schedule

Milestones

Timeline Completed

- | | | |
|-------------------------|---|---------------------------|
| 1 Gathering Information | → | Create Survey- September |
| 2 Redesign Social Media | → | Cow Week- November |
| 3 Promote Catering | → | Basketball Game- December |
| 4 Brainstorm New Ideas | → | Follow-up- January |

Quality Management Plan

Learn

Learning will be tracked through survey responses and meetings held.

Efficiency

Efficiency will be monitored through average satisfaction from surveys.

Expand

Expansion of social media will be measured by account interactions.

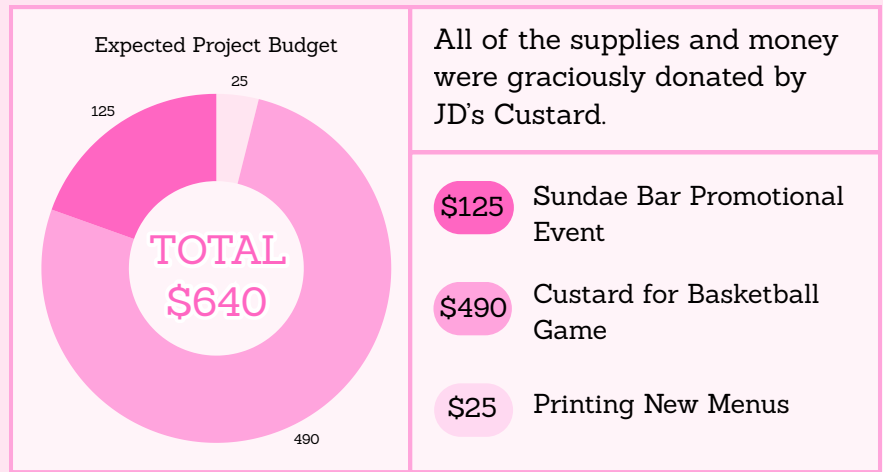
Optimize

Optimizing use of rental space will be tracked through usages in 2025.

Risk Management

Risk	Factor	Response
Rejection of project		Rework problem
Business obstacles		Offer alternate solutions
Conflicting Schedules		Shared calendar for project chairs

Project Budget



Execution

Gathering Information

Step 1: Meeting with JD's

Step 2: Creating Survey

Step 3: Analyzing Results

ADVERTISING



The project chairs started consistently posting on Instagram, along with Facebook to expand the target market. We successfully started adhering to younger generations through fun, informational flyers to increase business engagement. Through social media, we advertised the new catering menus to promote business awareness.



Instagram Revamp

The Instagram was inactive since 2023. The project chairs started posting consistently on both Instagram and Facebook, to expand the target market.

Cow Week

The Cow Week event was held to name the shop's mascot. To build anticipation and account interest, 'puzzle pieces' were posted over 9 days.



Catering Event One: Basketball Game

The first event showcasing the new catering menus was the Northmont basketball game against Centerville. Custard was sold as proof to potential customers and highlighted the ease of catering. Menus were provided as handouts. Through the project chair's organization and the owner's generosity, the game was a success.

Catering Event Two: DECA Chapter Bonding

The second event held was intended to highlight the 'Sundae Bar To-Go' catering option. After school, all DECA members were invited to enjoy custard and hang out. Pictures from this event were used to advertise to the target market how easy this feature is to use. The event was successful, with a total of 35 members attending.

One of the primary focuses for the project was to improve the current JD's catering, sundae bar, and overall menus. This was done through a few simple, attainable goals;

- Goals for Simplifying Menus**
- ☒ **Simplify Ordering Processes**
- ☒ **Increased Readability**
- ☒ **Include all Available Items**

**JD's
SUNDAE BAR
TO GO**

**CATERING YOUR
EVENTS**

Contact Information:
 --- Barbara Fisher ---
 Phone: 937-836-9219
 Email:
 jdcustard@gmail.com

Sundae bar, Sammies to-
 go and frozen pizza at
 your convenience!

MAKE YOUR OWN SUNDAE

Regular \$4.25/Large \$5.75
 *Includes:
 Whipped Cream & Cherry with
 1 Syrup OR 1 Topping

CUSTARD
 • Chocolate
 • Vanilla
 • Lemon
 • Strawberry
 • "Must pick one"

SYRUPS
 \$0.50 each additional
 • Cream de Mint
 • Hot Fudge
 • Chocolate
 • Marshmallow
 • Caramel
 • Peanut Butter

HOMEMADE TOPPINGS
 \$1.50 each
 • Chocolate Covered Strawberries
 • Chocolate Covered Marshmallows
 • Chocolate Covered Cherries
 • Chocolate Covered Oreos
 • Butter Pecan Dipped Waffle Cone
 • Brownies
 • Chocolate Cakes
 • White Cake

CLASSIC TOPPINGS
 \$0.50 each additional
 • Nuts
 • Candy Sprinkles
 • Strawberries
 • Raspberries
 • Spiced Apples
 • Sour Cream
 • Peaches
 • Butter Pecan
 • Chocolate Chunk
 • Cherry Topping
 • K&N Kala
 • Blueberry
 • Molten Powder

HOMEMADE TREATS
 \$2.50 each
 • Whole Pizza \$12.00 (serves 12-14)
 • Brownie Casserole, Vanilla Custard
 • Choice of: M & M, Oreo, Reese's Cup, Reese's
 • Pieces, Turtle

Single 6 Pack
 \$5.99 \$55.00
 \$1.75 \$15.00
 \$3.25 \$27.00
 \$2.50 \$20.00
 \$1.00 \$8.00

These new on-brand menus will be displayed within and outside of the business, generating interest and awareness.

Monitoring

- The project chairs created a shared google calendar to plan weekly meetings and keep track of conflicting schedules.
- We monitored our budget by using a spreadsheet and having constant communication with the owners.
- When tracking quality of the project, the project chairs constantly referred back to the goals set at the beginning of the project.

Controlling

- 1

JD's was closed for the season during the project.
- 2

The opening of JD's cafe was delayed.
- 3

The project chairs and owners had conflicting schedules.
- 4

The process for receiving feedback was often difficult.

Key Metrics

671	81%
SURVEY RESPONSES	AVG. SATISFACTION
LEARN	EFFICIENCY
1,825	20
ACCOUNTS REACHED	TOTAL USAGES
EXPAND	OPTIMIZE

Lessons Learned

- Initiating**

We learned how real-world business problems are presented and the difficulty in meeting the needs of every customer.
- Planning & Organizing**

Through working around the owner's sporadic non-distinct office hours, it taught adaptability, flexibility, and effective communication.
- Execution**

Being in charge of advertising and appearances, we learned how to professionally represent and function alongside a real-world business.
- Monitoring & Controlling**

The project chairs learned how to balance small losses of creative freedom and being patient when waiting for feedback and approval.

Recommendations For Future Projects

- 1

Start the Project When the Business is in Operation
- 2

Extend Outreach to Other Local Communities
- 3

Utilize Other Social Media Platforms

II. Initiating

Background of JD's Old-Fashioned Frozen Custard

JD's Old-Fashioned Frozen Custard is a seasonal shop located in Englewood, Ohio, opening during the months of March through October. They offer a variety of different custard flavors, sundaes, and slushies. JD's was opened in 1997 by Cindy and Dan Gress, but was purchased by Barb and Brent Fisher in late 2022. JD's has become known in the community as a staple hometown custard shop for its outstanding customer service, unique menu, and sense of community that customers look forward to visiting every year.



A. Statement of the Problem

Social Media

JD's social media is focused on the day-to-day operations, such as "Flavor of the Day," but is not used for advertising and promoting purposes. Social media should be a tool that's utilized for their entire business, such as catering, information, and marketing. By not properly using social media, the business could potentially lose out on multiple demographics or new customers.

Catering

JD's has about 3 catering clients who purchase from them frequently. Over the past 5 years, these local clients have been purchasing from JD's to sell scoops at their own businesses. Most customers in Englewood aren't aware of the potential catering options. Currently, catering is not being used to its full potential. Not only are customers unaware of the many possibilities catering offers, but they're also unaware of the catering order process.

Simplifying The Menu

Currently, the menus are hard to navigate. With many different fonts, backgrounds, and harsh colors, customers don't really know what they're looking at when ordering at the parlor. Additionally, the catering menu is just as hard to navigate. Customers are unsure of what toppings are available, which package to purchase, and how to order. With the menus being so complex, it can potentially lead to turning away customers.

The Rental Area

Since 2002, there have been 7 businesses occupying the space next to JD's. Since there have been so many businesses in and out of the space, it's been very unstable for the owners. As a result, it's been hard to determine how the extra space should be utilized. JD's is currently using the space as a rental area for events and parties, with additional indoor seating. However, the owners are losing money by not having a functional business inside the space to generate income.

B. Project Scope

P U R P O S E	JD's is continuously working to improve its business to perform at its best and maximize profits. The owners feel as though they aren't reaching their full potential as a business, so our DECA chapter is working with them to help the business reach the next level. After reviewing and analyzing their business, we identified areas of improvement. Our DECA program will work with JD's to improve efficiency, attract customers, and increase total business revenue.	Northmont DECA works alongside many Englewood businesses to support their programs and benefit the community. We chose to work closely with JD's to strengthen the outreach from Northmont High School to the rest of the Englewood community. By working with JD's, we are aiming to highlight local businesses and increase student involvement. Through this project, both JD's and Northmont DECA will benefit through stronger connections.	R A T I O N A L E
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Expected Benefits

1

Expansion in catering profits

Through simplifying the catering menus, we hope to raise awareness in the community about the benefits of JD's catering services. Additionally, an event will be held during a Northmont basketball game to promote catering, including the usage of the new menus. Since catering information will be more widespread, profits are expected to increase.

2

Business diversity

Using survey results, the project chairs will be able to receive insight as to what the customers want in the JD's Cafe. JD's will see an increase in business diversity through the addition of food and drinks, achieving menu variety. This expands the company from simply a custard shop to a well-rounded functioning business that customers will utilize year-round.

3

Increase in company connection

By posting on the business Instagram consistently for the first time since 2023, JD's can foster connections from all age demographics, increasing their awareness and relationships across multiple communities. This will allow JD's to extend outreach from multiple social media platforms, reaching people from other cities as well, instead of only the local community.

4

Year-round income

Currently, the owners aren't receiving income year-round from the business due to the business closing in the winter. However, since the JD's Cafe. will open next door, the owners will experience the opportunity to gather income year-round. Additionally, employees will have increased job stability by receiving the opportunity to work throughout the entire year.

III. Planning and Organizing

A. Project Goals

When we sat down to discuss our goals for this project, we decided that we wanted to go into four different directions. The acronym COWS perfectly describes these project goals and matches JD's branding. At the end of our meeting, we came to the conclusion that these goals would lead to the most improvement of JD's.



Catering Awareness

The first goal is to improve and expand JD's catering service. In doing this, the project aims to encourage customers, through raising awareness, to utilize these services. Another way we want to improve catering is by simplifying the ordering process to further encourage people to use it.



Optimizing Use of Additional Space

Our second goal is to optimize the use of the additional space by brainstorming new uses for the space. The goal is to create a place that will not only bring in customers and revenue, but add on to the sense of community that JD's has already created.



Widening Social Media Audience

Thirdly, we want to expand JD's social media audience. We want to improve JD's Instagram account to better reach a wider audience than their Facebook. Through social media, we want to not only inform followers but also engage them and make them feel a part of a community.



Simplifying Menus

Finally, our last goal is to simplify three of JD's menus to make the ordering process easier for customers. We want to organize the menus in a way that is easier for customers to read. Our main goal with simplifying menus is to redo the catering menus and store menu entirely, to bring in more clientele.

B. Human Resource Management Plan



Brianna Abels
Director of Communication

Brianna serves as the director of communication due to her outgoing personality and excellent soft skills. She is responsible for scheduling meetings with JD's faculty, creating meeting agendas, and finalizing event plans with management.



Kara Brown
Director of Advertising

Kara's job as the director of advertising is to create posts and manage JD's social media, extending outreach to the community. Kara was selected as the director of advertising for her punctuality and exceptional technological knowledge.



Ryleigh Hardwick
Director of Logistics

Ryleigh serves as the director of logistics because of her superb organizational abilities and problem-solving. She is in charge of overseeing our resources and inventory transportation to optimize efficiency and customer satisfaction.



Brent and Barb Fisher
JD's Frozen Custard owners

Brent and Barb own and operate the business, providing our project with the proper information and statistics needed. They guide the project and issue our project chairs with certain managerial tasks to help with while completing the project.



Breanna Fisher
Project Liasion

Breanna is the daughter of Brent and Barb who also works at Northmont. She serves as our project liaison because of her availability and communication with the owners to gather information for the project.



Eric Wagner
Northmont DECA Advisor

Mr. Wagner oversees the Business Solutions project, as well as maintaining contact with the school administration and JD's management for events. He helps guarantee deadlines are met, and our project chairs stay organized and work diligently.

C. Schedule

i. Milestones

As we organize the project, we want to create milestones to make sure we are efficiently and effectively reaching our goals. We sat down with the JD's owners, Brent and Barb Fisher, to see what kind of help they were seeking. From there, we decided on our goals and milestones for the project.

Project Milestones

Milestone 1

Gathering Information

In order to gather information, the project chairs needed to schedule a meeting with Brent and Barb Fisher. This meeting will be used to determine our goals, advertising campaign, and creating a customer survey while considering their goals for JD's.



Milestone 2

Redesigning Social Media

Since JD's Instagram hasn't been updated since 2023 and the Facebook isn't very active, the project chairs wanted to redesign and extend JD's social media platforms. We thought it was necessary to revamp the social media pages and rework their marketing strategies.



Milestone 3

Promoting Catering Awareness

Brent and Barb Fisher expressed their concern about catering numbers being low. To address this, the project chairs wanted to create and implement a promotional plan to spread awareness of the options JD's offers.



Milestone 4

Brainstorm New Ideas for JD's

Finally, we wanted to create new and interesting ideas for Brent and Barb Fisher they could utilize. We wanted to use the suggestions customers gave us from the survey to generate ideas that could improve JD's as a whole.



ii. Timeline to reach milestones

Milestone	July	Aug	Sep	Oct	Nov	Dec	Jan
Gathering Information							
Social Media Redesign							
Catering Awareness							
Simplifying Menus							
Starting JD's Cafe							

May-August

Project Approval- May 14th
Summer Meeting with Mr. Wagner- July 15th
Approval from JD's Owners- September 17th

November

Cow week on Instagram- November 10-16th
Meeting about catering menu- November 17th
Simplifying catering menu- November 20th

September

Create Survey
Redesign Instagram account
Admin Approval for basketball game

December

Basketball game- December 5th
DECA bonding sundae bar - December 10th
Redesign JD's menu

October

Survey Published- October 9th
Meeting about survey results- October 28th
Survey winners announced- October 29th
Admin approval for basketball game

Jan-Mar

Creation of JD's 6-week advertising campaign
Follow-up presentation- January 28
Advertising campaign- Feb 11th-March 25th
Transition meeting- March 4th

D. Quality Management Plan

In order to measure the success of our project, we came up with four ways that we can evaluate the progress of the project.

Key Metric 1: Learn

Goal: 500 survey responses

Through surveys and professional meetings, the project chairs will be able to gather information and increase knowledge on running a business. This key metric will be tracked through total survey responses, and number of meetings held with the owners and management of JD's.



Key Metric 2: Efficiency

Goal: 75% Average Satisfaction



In order to make business operations more efficient, the project chairs utilized marketing research techniques to determine how to make operations smoother. The most important of which is to make sure the menus are simple, appealing, and organized. These will be tested by comparing fonts, colors, and different layouts. This is to make customers have an easier time ordering.

Key Metric 3: Expand

Goal: 35,000 interactions

To measure if JD's widens their marketing audience accurately, we will measure interactions with the Instagram through follows, likes, and views. This will allow the business to assess if they are reaching a new generation of people through social media.



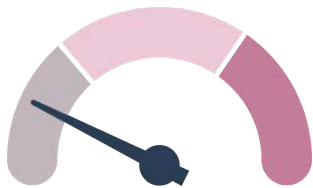
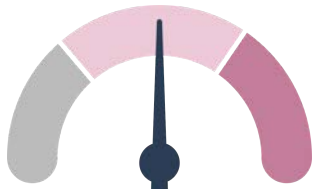
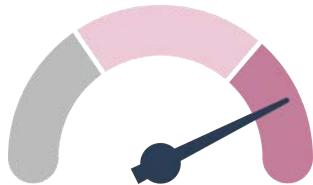
Key Metric 4: Optimize

Goal: 10 usages



To make sure JD's is utilizing the additional space to the best of their ability, we decided to track the frequency of off-season use. Eventually, we can track the revenue to measure the effectiveness of the additional space once the business idea is implemented.

E. Risk Management Plan

Potential Risk	Risk Factor	Response Strategy
Project events may not get approval	Low 	If some of the events didn't get approval from the owners or administration, the project chairs would sit down and rework the problem. The project chairs do this by offering alternate solutions and tweaking plans.
Obstacles in opening JD's Cafe	Moderate 	If the JD's Cafe falls through, the project chairs will still provide expertise on what to utilize the space for. We understand a lot of circumstances can result in a delay for businesses.
Conflicting Schedules	High 	Due to the project chairs having a lot of extracurriculars and sometimes unexpected events, there's a lot of conflict between schedules. We fix this by still completing the task on our own time and comparing calendars to meet.

E. Proposed Project Budget

Item	Estimated Cost	Actual Cost
Printing new menus	\$25	\$0
Custard for the basketball game	\$490	\$0
Sundae Bar Promotional Event	\$125	\$0

In exchange for the project chairs' expertise and skills, JD's kindly donated all of the supplies for every event in order to draw attention to JD's. JD's wanted to print the menus in different colors at the shop so it was easier for customers to distinguish the difference between the menus. A profit of \$228 was made at the basketball game and donated to Northmont DECA for future projects and as a gift from JD's for helping draw attention to their business. Lastly, the Sundae Bar To-Go advertising event was also an in-kind donation to help showcase Sundae To-Go's potential.

IV. Execution

Gathering Information

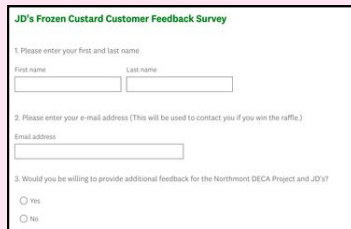
Step 1

The first step to starting the project was meeting with the owners of JD's. During this meeting, the project chairs shared their intentions with the project, and the owners provided us with insight into what they were looking to **achieve**. The owners had the ability to voice their concerns, and the project chairs used this information to create a customer survey and gather feedback.



Step 2

To highlight problem areas within the business, the project chairs created a **survey**. To increase response numbers, customers were entered into a raffle for free custard upon completion. The survey covered a variety of different topics, such as customer service, catering, social media, and a potential JD's Cafe. The survey was posted around the community and on JD's Facebook.



JD's Frozen Custard Customer Feedback Survey

1. Please enter your first and last name

First name Last name

2. Please enter your e-mail address (This will be used to contact you if you win the raffle.)

Email address

3. Would you be willing to provide additional feedback for the Northmont DECA Project and JD's?

☐ Yes

☐ No

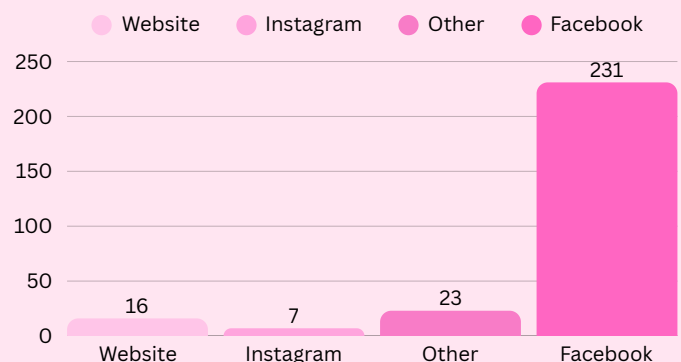
Step 3

Finally, the project chairs **analyzed** the data and **presented** our research to the owners. The data showed numerous things like the want for community involvement, and questions about catering. The owners also voiced what they wanted from the project chairs moving forward. From there, we planned events, identified marketing techniques, and created a timeline.

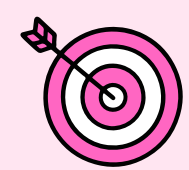


Redesigning Instagram

Before starting the project, JD's Instagram page hadn't been updated since **2023**. The page consisted of outdated information and photos. The main issue was consistency, with most posts being sporadic; posts were made only every couple of months. Additionally, in the customer survey, only **2.53%** rely on the Instagram page to receive updates, while **83%** regularly use Facebook.



This data shows that the marketing was only directed toward a small range of generations. The current demographic of Facebook users is between the ages 25 and 55, alienating an entire demographic of younger technology users. This is holding the business back from potential customers, specifically younger generations. Due to this, the project chairs decided to **expand** the target market to appeal to the unreached clientele by posting on Instagram. The project chairs draw attention to the page by creating bold and exciting flyers to draw in younger audiences, and maintaining a schedule for posts. Another way the project chairs wanted to draw attention to the Instagram page was to hold events and contests with a prize for the winner.



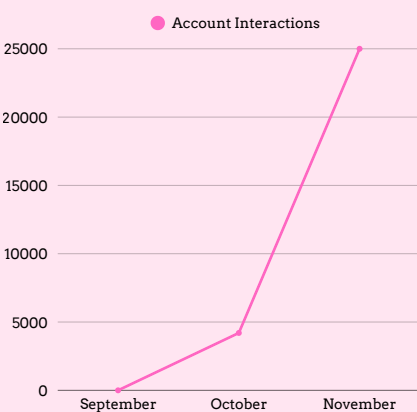
The target market has been expanded to include ages 13-25 the demographic of people who use Instagram more commonly than Facebook.

Cow Week

In order to draw attention to Instagram, the project chairs decided to hold a “Cow Week”. This event was set with the intention of naming the shop’s mascot. The week before Cow Week, Instagram and Facebook followers were given clues on the event through daily posts. From November 9th to 11th, members on Instagram were allowed to submit a name for the JD’s cow. The winner was posted on the 13th and given a gift card for their participation. Updates and winners were posted on the Instagram page to **encourage** people to follow the account. Additionally, the contest was announced on Facebook to encourage followers to utilize Instagram. This event was efficient in attracting new viewers, especially of a younger demographic.



Advertising



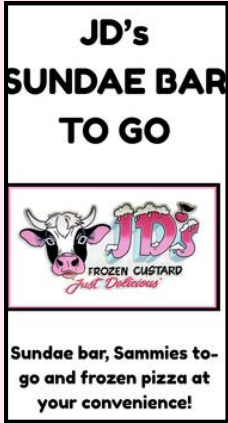
Even after Cow Week, Instagram was still used for advertising and updates. Advertising on Instagram was used to **promote** catering, Sundae Bar To Go, and business events. The project chairs made fun, informational flyers to encourage customers to attend the events held by the project chairs. Additionally, fun facts about catering and the Sundae Bar To Go were posted to stimulate interest. Flyers were posted on both platforms to not only reach the new target market but also reach the current followers. This allows the business to acquire a new demographic, while still catering to its current clientele. Things like unique hashtags, music, and colors drew customers into the page. These advertisement strategies confirm the community is aware of the business.



Catering Menus

Sundae Bar To Go Menu

The first step in simplifying menus was to separate the catering menu into two different menus. From there, we created a simple and organized pamphlet focused on JD's Sundae Bar To Go, since it is a different service from catering. We started by completely getting rid of the FAQ section, and we incorporated all the information needed into one section. We have 3 pages dedicated to the different options they offer: sundae bar packages, sammies to go, and frozen custard pizzas. From there, we added general information about orders and pick-up information that was direct and made more sense to customers. Our overall goal for the pamphlet was to make it visually appealing and easy to understand.



Catering Menu

The second pamphlet was dedicated to JD's catering service. This menu clearly explained each of the different catering options. We wanted to make sure each menu was easy to read and understand for each of JD's audiences. On the outside of the pamphlet, we redid the cover, created a pricing section, and added a "why cater?" section on the back. The goal of this was to give customers ideas on what catering could be used for to help encourage people to use the service. On the inside, we dedicated each page of the pamphlet to each option for catering: sundae bar, custard scoops, and frozen custard pizzas. We created a pamphlet that was visually appealing while still giving clear and easy-to-read information for all customers.



Promoting JD's Catering Service

Event One: Catering Awareness Basketball Game

P L A N N I N G	For our first event, we wanted to help advertise JD's Catering service since 65% of customers said they were not aware JD's offered catering. In the survey, 78% of the participants said that JD's should be more involved in Northmont events. To advertise this service and follow customer feedback, we decided to cater a Northmont boys basketball game, showing not only how easy it is for people to cater with JD's, but also spreading awareness of the new catering menus. In order to be able to execute this, we had to get approval from Brent and Barb Fisher, our athletic director, Mr. Harding, and our DECA advisor, Mr. Wagner. After we got approval from all three parties, we started to plan the monetary part of the catering. We are grateful to the Fishers for donating the custard scoops to us in exchange for our help and expertise.
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Set-up for the event started right after school. Catering menus, flyers, and item menus were created and printed to be put on the table with steps on how to easily order catering. We placed the stand right after the entrance doors to make sure all viewers saw the stand. Additionally, we used both a cash box and a credit card machine to simplify the payment process. We utilized the newly designed catering menus to raise awareness. The stand was open from the start of the freshman game to the 3rd quarter of the varsity game. We also had Mr Wagner make announcements during timeouts and halftimes to encourage viewers to visit.



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This event created a solid foundation for distributing flyers and information to potential customers. The basketball game was the perfect opportunity to give close members of the community easy access to the new menus and allow them to ask questions about them. While the main objective of this event was to raise awareness of JD's catering, the Northmont DECA chapter also succeeded, selling 128 scoops and making a profit of \$512.

128
Scoops

\$512

Event Two: Sundae Bar Bonding Event

35
DECA members



For our second event, we wanted to promote JD's second service: Sundae Bar To-Go. Many customers don't realize how they can utilize the Sundae Bar To-Go, which has driven potential customers away. To address this, Northmont DECA and JD's partnered up to create a promotional event to draw awareness to the service. By showing customers the many ways to utilize the Sundae Bar To-Go, customers were able to see the opportunities the Sundae Bar To-Go encompasses.



JD's Menu

The owners asked the project chairs to redesign the primary menu at the store. They felt that the current menu was difficult to navigate, crowded, and didn't include or utilize the items they offer. They wanted the menu to be simplified and easier to follow through distinct colors and easy-to-read fonts. The owners wanted to simplify the ordering process, starting with menu alterations. Even though simplifying the menu was important, the project chairs wanted to prioritize making the ordering process easier for customers, keeping all generations in mind. This was implemented through the inclusion of sundae descriptions, toppings, and syrups to utilize all menu items. By making the menu easier to read and providing all menu items, the ordering process is simplified.

SCOOPS & CONES

Single \$3.50/Double \$5.00

Flavors:
Chocolate, Lemon, Strawberry, Vanilla,
and Flavor of the Day

Lo-Carb/Sugar Free:
Lemon, Strawberry and Vanilla

Italian Ice:
Mango, Watermelon and Mystery Flavor
(just ask)

Flight \$5.00- your choice of 3 taster scoops

CLASSIC SUNDAES

Regular \$4.75/Large \$6.00

Almond Enjoy Sundae
Cherry Jubilee
Chocolate Pretzel Parfait
Creepy Crawler... *not just for kids*
Fiesta Caramel Crunch
Marshmallow Sundae
Red Raspberry Sundae... *with lemon custard*
S'Mores Sundae



SUNDAE YOUR WAY

Regular \$4.25/Large \$5.75

*Includes Whipped Cream,
1 Syrup or 1 topping & a cherry

ADD-ONS: \$0.25-\$1.50 per item

PREMIUM SUNDAES

Regular \$5.75/Large \$7.00

Banana Split
OUR SPECIALTY... Buckeye Delight
Caramel Apple Collision
Cherry Almond Royale
LAST YEARS FAV... Donut Delight
Extreme Peanut Butter
THE BEST... Hot Fudge Cake Sundae
Kentucky Bourbon Toffee
Lemon Raspberry Cake
Pfeffer Parfait
Strawberry Sensation
KIDS FAVORITE... Trash Can Sundae
Turtle Sundae

Waffle Cones & Bowls
Made FRESH Daily \$1.50
Chocolate Dipped Waffle
Cones & Bowls \$2.00



BEFORE

Areas to Improve:

- Inconsistent background
- Too many fonts used
- Confusing layout
- No sundae descriptions
- Toppings/flavors unlisted

Likes:

- Price listings
- Highlights customer opinions
- On-brand border
- Pink headings

AFTER

Changes made:

- On-brand background, solid color
- Consistent fonts for headings and body text
- Capitalizes customer opinions & highlights best sellers
- All sundae descriptions provided for simplified ordering process

SCOOPS & CONES

Single \$3.50/Double \$5.00

FLAVORS:
Chocolate, Lemon, Strawberry,
Vanilla + Flavor of the Day

FLIGHT: \$6.00- your choice of 3 taster scoops

CLASSIC CONCRETES

\$6.00

FRESHLY MADE FROZEN CUSTARD BLENDED WITH
YOUR FAVORITE TOPPING/S (up to 2)

Almond Enjoy
Blueberry
Butterfinger
Cherry
Fruity Pebbles
Heath Bar

Kit Kat
Lucky Charms
Marshmallow
Mint Cookie
M & M
Nutter Butter
Oreo

Peach
Peanut Butter
Reese's Cup
Reese's Pieces
S'mores

CUSTARD FLOATS

\$5.00

1 SCOOP OF VANILLA CUSTARD &
YOUR CHOICE OF SODA:

Cream Soda
Diet Pepsi
Orange

Root Beer
Pepsi
Just the can...\$1.75

PREMIUM CONCRETES

\$6.50

Banana Split
Brownie
Caramel Apple Collision
Coffee Toffee
Cotton Candy Crunch
Fiesta Caramel Crunch

Mint Brownie
PB Brownie Bash
Peppermint Bobby
S'Mores
Turtle

NON-DAIRY ITEMS

SNO-CONES \$3.25
SLUSHIES \$3.75

SUPER FINE ICE WITH YOUR
FAVORITE FLAVORED SYRUP

Blue Raspberry
Cotton Candy
Grape
Lime
Orange
Root Beer

Sour Apple
Sour Lemon
Strawberry
Tigers Blood
Watermelon
Wild Cherry

Italian Ice
Single \$3.50
Double \$5.00

Mango Tango
Watermelon
Mystery Flavor
JUST ASK!

Advertising Campaign

Since JD's was not open for the duration of the project, an advertising campaign was created in preparation for the annual opening. Survey results showed that customers did not feel they saw many advertisements for the business. To oppose this issue, a 6-week campaign was created to run a month leading to opening day, and two weeks following. 4 posts will be scheduled per week, which include:

Every Wednesday, a 'weeks left' reminder will be posted (ie, 4 weeks left). On Fridays, a different staff member will be posted, starting with management positions, including the owners. Saturdays will consist of a 'Sundae Spotlight', where a different sundae is highlighted from the menu, to increase customer awareness. Sundays will be split between fun business facts, posted before opening day, and the Flavor of the Day line-up, posted once the shop opens.

February- March						
S	M	T	W	T	F	S
			11 Campaign begins	12	13 Staff highlights	14 Sundae spotlights
15 Fun facts	16	17	18 3 week countdown	19	20 Staff highlights	21 Sundae spotlights
22 Fun facts	23	24	25 2 week countdown	26	27 Staff highlights	28 Sundae spotlights
1 Fun facts	2	3	4 1 week countdown	5 6 days countdown	6 5 days countdown	7 4 days countdown
8 3 days countdown	9 2 days countdown	10 1 day countdown	11 Opening day	12	13 Staff highlights	14 Sundae spotlights
15 F.O.T.D. lineup	16	17	18	19	20 Staff highlights	21 Sundae spotlights
22 F.O.T.D. lineup	23	24	25 Campaign ends			

114
New
Followers

32,500
Total
Interactions

Follow-up Presentation

To make the transition back to the owners seamless, a presentation was made and shown to the owners, providing them with details on everything completed within the project. This also includes providing advertising templates, fonts, and a posting schedule. By providing them with all materials and expertise we have, it will allow for business consistency.



V. Monitoring and Controlling

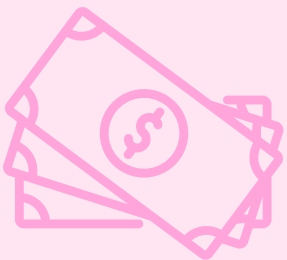
A. Monitoring

Schedule

Due to the conflicting schedules of the project chairs, we created a shared Google Calendar amongst us to plan weekly meetings. In these weekly meetings, we brainstormed, planned the events for the project, and checked in with our advisor through every decision. The project chairs also constantly communicated to make sure meetings were productive, and if something came up, rescheduling was smooth. We also created monthly deadlines for our project to make sure we stayed on track and used our time both efficiently and effectively.



Budget



Throughout the project, we monitored our budget by keeping in contact with Barb and Brent. A spreadsheet was created to ensure communication was clear, and this spreadsheet was monitored at every meeting. We used the spreadsheet to keep track of what expenses the Northmont DECA chapter needed to pay for and what JD's was donating to the project.

Quality

To ensure the quality of the project, we used our set goals to track whether or not our events achieved our goals. To make sure we were following our goals, we stayed in communication with our advisor for his feedback on our progress. Secondly, we tried to stay in close communication with the JD's owners to make sure they approved of everything we did. Finally, we had each event planned out in detail to make sure we didn't have any mishaps or miscommunications before, during, or after the event.



B. Controlling

Conflict

Throughout the entirety of the project, JD's was closed for the winter. This made the implementation process of the project difficult because the variety of events was limited, since the business location couldn't be utilized.

Due to health complications, the opening of JD's cafe was delayed outside the duration of the project. This was a major obstacle due to the rental space being one of the goals set at the beginning of the project.

The project chairs have conflicting schedules that made finding meeting times difficult. An example of this is the basketball catering event, when two project chairs were unavailable for set-up.

The last conflict encountered was a lack of communication with stakeholders. The owners were in the process of moving houses, making it difficult to plan and execute events, in addition to the project chairs' already busy schedule.

Approach

To overcome this obstacle, we had to come up with more creative ideas outside of JD's open season. The project chairs handled this by focusing on operations, such as menu simplification and advertising, rather than customer service.

The way the project chairs chose to confront this problem was through the follow-up presentation. The presentation included ways to advertise for JD's Cafe, as well as using survey results to propose new and creative ideas.

To combat this, a fellow DECA member helped out at the basketball game until all the project chairs arrived. Having generous students in the DECA program, along with a shared Google Calendar, made it easier to navigate the project.

This was resolved by continuing to communicate diligently with everyone involved. The project chairs were fortunate to keep close contact with Bre Fisher, while still maintaining monthly meetings with the owners.

VI. Closing the Project

A. Evaluation of Key Metrics

1

Metric 1



LEARN

2

Metric 2



EFFICIENCY

3

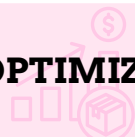
Metric 3



EXPAND

4

Metric 4



OPTIMIZE

Key Metrics

671 SURVEY RESPONSES	81% AVERAGE SATISFACTION	55,000 ACCOUNT INTERACTIONS	20 TOTAL USAGES
 LEARN	 EFFICIENCY	 EXPAND	 OPTIMIZE
A way we gathered information was through 4 surveys and meetings with the owners. The first survey was distributed to the community and sent throughout the district. The second was sent out to Marketing II DECA students. In total, we accumulated 671 survey responses and met with the owners around 25 times.	We met our goal of operational efficiency by simplifying the catering, Sundae Bar To Go, and JD's menu. After these menus were simplified, the project chairs created a survey that was sent out to a targeted audience. The results of this survey showed that the audience preferred the new version of the menus compared to the original.	To measure the success of JD's social media accounts, we looked at the number of new followers, average views, and the number of accounts reached. Throughout the duration of the project, the account gained 203 new followers, had an average of 1,479 views, and reached 1,825 new accounts.	To ensure the use of the additional space is fully optimized, we tracked how often the space was utilized and what it was used for. For 2025 the additional space was used approximately 20 times compared to 4 times in 2024.

B. Lessons Learned

Initiating

An important lesson learned through the survey is that problems differ in a real-world business. Additionally, finding which problems are great enough to fix, because customers complain frequently.

Planning and Organizing

We learned how to navigate around the owners' busy schedules, as they are very sporadic and don't follow distinct office hours. This taught us flexibility and how to communicate effectively online.

Execution

Through our events, we learned about real-world business functions and how to represent a business professionally through appearance, advertising, and organization.

Monitoring and Controlling

Something that the project learned to balance is a small loss of creative freedom and needing owner approval before implementing processes. This taught patience and adaptability.

C. Recommendations for Future Projects

Start the Project When the Business is in Operation

A problem that the project chairs encountered was that JD's wasn't in operation during the months of October to February. In the future, starting to plan events around May would make it easier to complete the project and gather information. This would leave more months to implement events or advertising during the open season, before they close in October.

Extend Outreach to Other Local Communities

Although the project chairs held an event at a Northmont basketball game, many JD's customers are also from other nearby communities. To reach more audiences, the project chairs recommend holding events in other cities such as Brookville, Vandalia, and West Milton. By marketing to a wider range of audiences, more communities will bring in business to JD's.

Utilize Other Social Media Platforms

Our last recommendation for future projects is to utilize other forms of social media. The project chairs used Instagram and Facebook as the main source of advertising. However, we feel that if other platforms like TikTok or YouTube were used, it would reach a wider range of audiences and allow for more creative content.

VII. Bibliography

INDIVIDUALS

- Mr. Eric Wagner- Northmont DECA Advisor
- Brent and Barb Fisher- Owners of JD's Custard
- Elias Knowles- DECA Member
- Mr. Micah Harding- Athletic Director
- Breanna Fisher- JD's Liaison

WEBSITES

- <https://www.jdsfrozencustard.com/>
- <https://brand.ucsb.edu/social-media/best-practices>

