



# SALES PROJECT

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**Lima Senior Highschool**

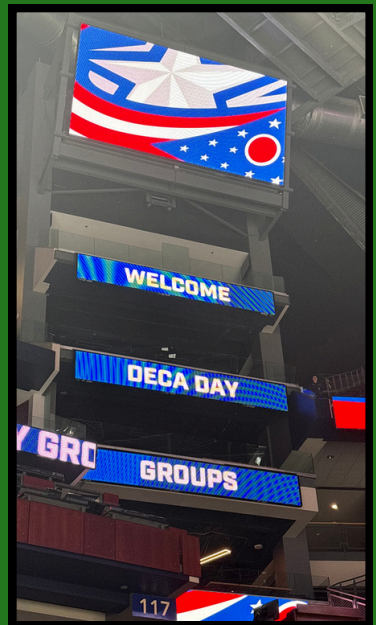
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# I.Executive Summary

## 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

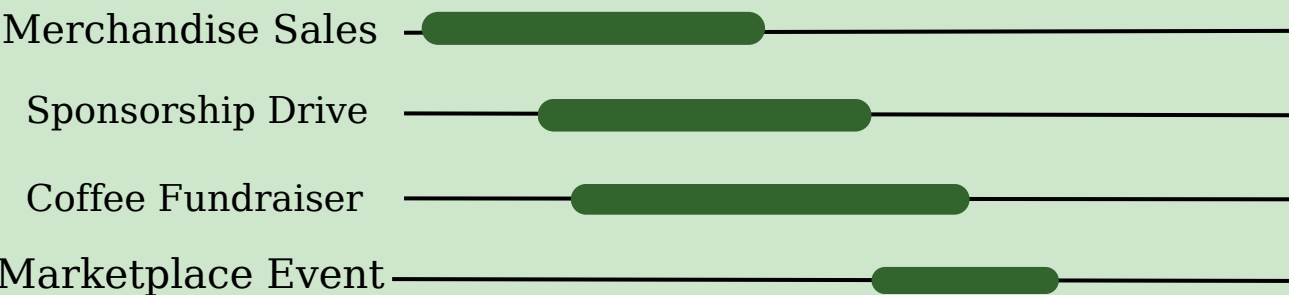
We partnered with a local coffee shop to create three exclusive coffee flavors, available only through our DECA program. This collaboration allows us to offer unique, limited-edition blends that cannot be found anywhere else, giving our community a special way to support our chapter.

#### 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"



### 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

### 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

Mallory Gipson



#### Marketing manager

##### Key Roles

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

### 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

Davyon Williamson



#### Outreach manager

##### Key Roles

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

# 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.

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### 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.

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### 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.

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