CREATE A PROMOTION PLAN
for P3 Revamp

Procedure:

Create a sales promotion plan to implement new visual merchandising plan and special promotions for the P3 Revamp! Use presentation software or a poster to present your ideas. Complete the following for your presentation:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes  | No | Points Possible | Points Earned |
| Presentation |  |  |  |  |
| Redesigned Logo Include P3, peppy patriot pride, Northside school store \*Save as a Jpeg and upload to drive as well as incorporate in your presentation |  |  | 25 |  |
| Budget $300\*include picture, price, and website\*display cases, crates or something to display clothes on big wall, garment racks, dress forms, diffuser, candy, etc. |  |  | 25 |  |
| Calendar/schedule of all planned activities (sales promotions) for the week (you must have something planned for each day!) |  |  | 25 |  |
| Visual Merchandising Vinyl, paint, décor….how should we change our store for the season? Implement one seasonal product and show what the display should look like. (include source, picture, and price). |  |  | 50 |  |
| “Hype” for the promotion including examples of signage. \*Minimum of 5 types of sales promotions (1 for each day)  |  |  | 25 |  |
| Media Create a 30 second commercial to advertise your sales promotions |  |  | 25 |  |
| Creativity/Work Ethic/Overall look of Project |  |  | 25 |  |
| TOTAL |  |  | 200 project points |  |

\*This is a contest! I will have other teachers watching your presentations and they will pick the winner! If you win, you get to implement your plan, designing your sales promotion materials and play a KEY role in the GRAND REVAMP of our school store! Good luck and have fun!!!!