

Holiday Show: Shopping for Success

SALES PROJECT

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TABLE OF CONTENTS

I. EXECUTIVE SUMMARY	1
II. INITIATING	
A. Statement of the Problem	3
B. Project Scope	4
III. PLANNING & ORGANIZING	
A. Project Goals	5
B. Human Resource Management Plan	6
C. Schedule	7
i. Milestone	
ii. Timeline	
D. Quality Management Plan	9
E. Risk Management Plan	10
F. Proposed Project Budget	11
IV. EXECUTION	12
V. MONITORING AND CONTROLLING	
A. Monitoring	14
B. Controlling	15
VI. CLOSING THE PROJECT	
A. Evaluation of Key Metrics	16
B. Lessons Learned	18
C. Recommendations for Future Projects	19
VII. BIBLIOGRAPHY	20

THE PROJECT

The 5th annual King's Holiday Show is a trade show that enables King's DECA student to become emerging entrepreneurs, whilst raising funds for financial aid to offer students the ability to participate in DECA events and competitions despite the high costs. Students decide to either create their own product to market and sell, or to collaborate with business professionals in the Seattle area and work alongside them at the event. They connect their learning from the classroom to the event by applying their lessons in a real-world setting. This year we had 100% student participation, collaborating with 54 vendors. The King's Holiday Show generated \$7,000 funds for financial aid, while simultaneously assisting local businesses experiencing profit declines due to the current economic climate.



Figure 1: One of this year's booths

PURPOSE

The purpose of the 2021 King's Holiday Show was to fulfill its three goals. We created these goals this year due to the unsteady times we have encountered as a community and a school.

1 PROFIT

Raise funds for the students to afford DECA sponsored trips in the future, which are vital for preparing emerging entrepreneurs and real-world skills.

2 LEARN

Educate students in a three-dimensional learning environment, allowing business to mentor students, creating professional habits and skills.

3 SUPPORT

Support local businesses utilizing the King's Holiday Show as an opportunity to expand their market share and attain profits through an additional revenue stream.



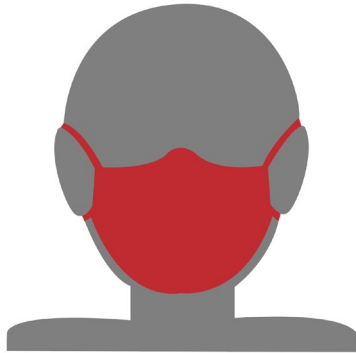
TIMELINE

We set up a meeting in early June to create both a master calendar for reservations and promotions, as well as a work breakdown structure to delegate tasks among us. We constructed our work breakdown structure into deliverables and individual work packages, ranking the importance of each task and placing them accordingly on the calendar.

OPERATIONS MANAGEMENT

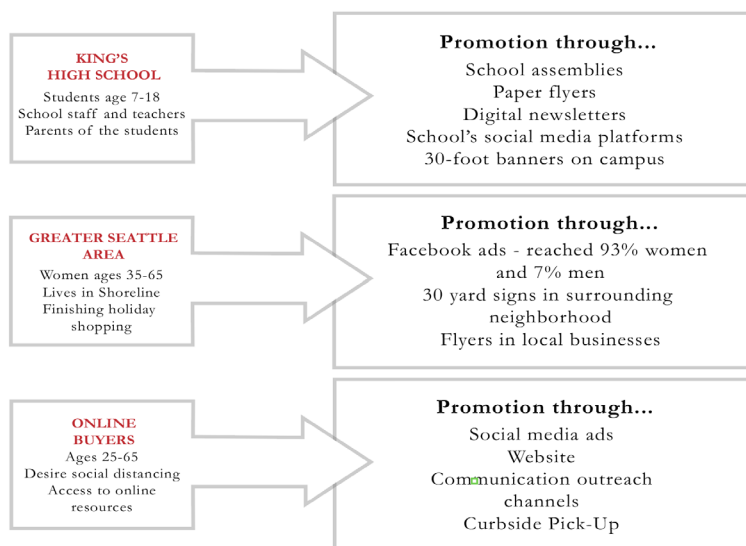
In the King's DECA chapter, we have both introductory and advanced members split up into separate classes. We opted to take advantage of the pre-established system by delegating tasks between both classes. An example of a mutual task was that every student was required to contact at least three vendors at a local farmers market and persuade them to either donate products to the event or purchase a booth spot to participate. An example of split tasks was that the introductory students crafted promotional fliers to hang up around the community, while advanced students oversaw vendor communication and event set-up. This insured 100%-chapter participation on all levels.

RISK MANAGEMENT



We implemented an incredibly thorough risk management process to deal with all necessary risks to ensure a safe and successful show. We began this process by identifying all potential risks and implementing them into a spreadsheet. Next, we determined the probability and impact of each risk, followed by establishing our prospective response. The main risk we had to work around was Covid-19 and Governor Inslee's Washington safety procedures. However, we managed to successfully implement the necessary protection protocols, as well as handle any legal concerns, in order to keep all customers and vendors safe and healthy while retaining and enjoyable show.

TARGET MARKET



As our target market demographic was very broad, we split our promotional focus into two categories to effectively promote our event: King's High School and the Greater Seattle area. However, due to our innovation of an online marketplace this year, we were able to extend our customer base to cities outside Seattle. This allowed for a significant market share extension. Due to a stark contrast between the demographics, we had to apply drastically different promotional strategies in each area in order to appeal to each specific market segment.

OUTCOME

The Holiday Show ended with our three goals met. First regarding profit, the vendors and our students brought in a total of \$9,352 of revenue. Multiple revenue streams including vendors paying a donation fee to participate, donated item profits, and student products brought in an amount that allows us to create financial aid packages.

Second, our goal of teaching students' real-world business skills was achieved, as every student in the chapter was able to learn from industry professionals. The DECA chapter was given the opportunity to apply what they have learned in class and use their skills in an active environment. Finally, we supported local businesses by providing them exposure and expanding their market share in the greater Seattle area. Loyal customer bases were developed with businesses online and in-person, which fulfilled the goal that we wanted to provide during these difficult times.



Figure 2: This year's Holiday Show Managers

II. INITIATION

A. Statement of the Problem

The King's DECA program has been substantially expanding each year since its inception in 2009. As class sizes began to grow at a rapid rate, so did a new financial necessity to support students. In an effort to maintain equal opportunity, it was imperative to ensure that all King's DECA students would be able to attend both leadership trips as well as the State and International competitions run by DECA Inc.



Figure 3: King's High School

In past years, the King's Holiday Show has been the core of our funding for DECA events, as well as an authentic educational experience for students to apply the skills they learn in the classroom in a real-world environment. Last year, despite numerous setbacks and challenges due to COVID-19, we were able to adapt our show to fit the confinements that the pandemic placed us in. We raised \$9,352, allowing us to offer financial aid for students up to \$500 each. As the costs of these trips increase each year, even at a private school, many students are put in a tight financial situation or had to say no once they saw the price. While \$500 does not solve the situation for all, it bridges the gap between socioeconomic hardships and a dynamic educational experience for all.

In today's current business and health climate, the traditional King's Holiday Show is not an option. Considering the circumstances, we must reconstruct the show in order to comply with the state regulations, policies, and procedures that Washington state Governor, Jay Inslee, has put in place due to COVID-19. In an effort and to assist with the deterioration of local businesses, the circumstances are not considered ideal this year. We utilized this position as a prime opportunity to open new revenue streams with our latest innovative forms of selling, as well as reimagine how the future of the show could continue.



Figure 4: One of this year's booths

The King's Holiday Show is typically set up as an indoor farmer's market in the King's Garden Gym, with booths set up close together and a substantial amount of foot traffic. This year, however, this specific structure was not possible. Instead, we planned to construct the King's Holiday Show in a dual selling platform. There was a significantly revised version of our conventional walk-in option, with booths appropriately distanced, one-way aisles, and mandated social distancing with regulated health precautions such as sanitizing stations and temperatures taken upon entry.

We also planned to construct a brand-new online platform as a supporting network to the in-person Holiday Show. This online option provided customers with the opportunity to virtually purchase items to be picked up in a mock drive-through. This new purchasing network widened our current target market and increased our overall market share, expanding our customer base as a whole. These no-contact alternatives were successfully offered at last year's Holiday Show and will continue to restore spending by successfully achieving customer comfort and safety as well as offering local business further channel distribution options.