

Instructional Scenario

Easy Math?



Course/Duty Area: Sports, Entertainment, and Event Management/Understanding Event Management

Scenario:

You are in charge of concessions at a fundraising event. This event is a small, community event, and you expect about 500 attendees. Your goal is to keystone (i.e., double) your money in the concession area. You are getting your supplies from a local wholesale store (e.g., Costco, Sam's Club). While most of your items are boxed snacks, you will also have access to electricity for nachos, and you will need to purchase ice for drinks.

Big Question:

What should you budget for concessions, keeping in mind you have limited start-up cash? How do you determine you have purchased too much inventory which will go to waste at the end of the event? How do you determine whether you have purchased too little inventory, lessening your opportunity for more revenue for your cause?

Focused Questions:

- Should you start from a goal of profit earned and go backwards to determine inventory levels?
- While determining the sales price for pre-packaged products is not challenging, how would you determine how much to sell nachos with cheese?
 - How many ounces are in a nacho tray of cheese/chips?
 - How many ounces of a large nacho cheese can will fit in those trays?
- What other materials do you need for hot cheese and cold drinks?
- What are the logistics for customer payment? Will you do cash only?
- What technology is available for credit card or virtual payment?
- How do you define *planogram*, *ingress*, and *egress*?

Student Project or Outcome:

1. Create a menu both for a budget and for a visual for your customers. This menu must have a minimum of four types of drinks, four types of candy, four types of chips, and nachos with cheese. Costs should include
 - ice, coolers, tables, cheese warmer, cheese trays
 - technology to process purchases
 - items in which to securely store cash.
2. Using the brands you will sell, create a visual merchandising planogram with the ingress and egress points for your concession area. This should be rendered in aerial view.

Scenario submitted by Chad Pendleton, Millbrook High School, Frederick County Public Schools