



"The world is
your cookie."
-Otis

GOT COOKIES?™

Your How-To-Guide for successfully using Otis Spunkmeyer Cookie Dough in your chapter with 2 great programs!

- 1. Pre-portioned cookie dough fundraising tubs***
- 2. Fresh-baked cookie store/business***

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FRESH-BAKED COOKIES

Otis Spunkmeyer & FBLA Relationship

FBLA and Otis Spunkmeyer have worked together for 20+ years to help chapters raise over **\$5MM!**

- FBLA Chapters have used the Otis Spunkmeyer cookie programs as a learning experience for real life business transactions including promotion, marketing, sales and customer service.
- Otis Spunkmeyer provides \$6,000 worth of Cash Awards to Top Performing FBLA Chapters and States.
- Participation in Chapter Management Handbook by including inserts to include relevant information about current promotions and programs.
- Email blasts with upcoming promotions.

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Otis Spunkmeyer fresh-baked cookie business



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Organizing Your Otis Spunkmeyer Business Plan

Think about the Otis Spunkmeyer fresh baked cookie dough program as a small business within your organization. Preparation is the key to success!

Things to think about and determine when running your own business include:

- What are your business goals, i.e. raise X amount of \$'s annually to fund various activities, gain financial and marketing experience, preparation for the workforce, etc. ?
- What sets your business apart?
- Start up costs and profit potential
- Target audience
- Marketing and Promotion
- Staffing
- Space and Operational Issues

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Achieve Your Business Goals With Otis Spunkmeyer

Why Otis Spunkmeyer?

- **Otis Spunkmeyer is a well recognized brand** that students know and love.
- **Our cookie dough is #1** in America!*
- **Fresh-baked cookies are universal favorites and create EASY SALES** for your chapter.
- **Fresh Baked Cookies are Impulse Items and the aroma of fresh-baked cookies** will drive students, faculty and parents to your store translating into strong sales and repeat business.
- **The Otis Spunkmeyer fresh-baked cookie program is completely turnkey.** We provide everything you need to run a successful cookie business including free loan of ovens and merchandisers. Various point-of-sale signage is available free of charge, along with packaging at reasonable prices.
- **The cookie dough comes frozen in pre-portioned nuggets** that bake straight from the freezer to the oven. No mixing, scooping or thawing. NO HASSLE.
- **Otis Spunkmeyer continually provides exciting ideas and new products** that keep the program fresh helping generate sales for your chapter.



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*FSRI BEST Report, 2008

What Sets Your Business Apart?

- You can customize your program by season, holidays and/or sporting activities.
- The fresh-baked cookie program is portable! The oven is light weight making it easy to transport to school events where you can bake cookies for the attendees.
- Our program has potential beyond selling on campus. Provide a valuable service to parents and teachers by selling cookie platters for parties and special events.
- Cookies make people happier and bring smiles encouraging a pleasant school environment.
- The profit potential of fresh baked cookies is nearly 50% and will help fund a variety of your chapter's activities.

**Otis Spunkmeyer's
fresh-baked cookie
program has helped
organization's like
yours raise more
than \$500,000 per year!**

"Happiness is a
fresh-baked cookie!"
-Otis



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Start Up Costs and Profit Potential

Show me the dough!

- To get started, you will need approximately **\$150**. This includes the purchase of 2 cases of cookie dough and other supplies you may choose to get (i.e. pan liners and/or cookie bags).
- Otis Spunkmeyer ovens and display cases are **FREE** on loan so you can create that warm fresh baked aroma of cookies and display them nicely.
- Once you get started, you will see that Otis Spunkmeyer cookies are so popular that we suggest you keep at least 4 cases of product on hand. For this you may consider borrowing or renting freezer space from the cafeteria or home economics. You can also invest in a small chest size freezer. **We also have a special program with Lowe's (10% off) that allows our customers to purchase freezers at a discount.**
- The Otis Spunkmeyer cookie brand is **highly trusted by consumers** so you can feel confident that you are giving your customers the best.
- We provide a full, comprehensive turn-key program that allows you to capitalize on the impulse nature of cookies increasing purchases and repeat sales.
- Make up to **46% Gross Profit** with an average case of cookies purchased at \$65 p/case and selling them 2 for \$1.00.

Start up costs are minimal. You can pull from current treasury funds or rally up donations from the student body and parents.

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Your Target Audience

Since *Everybody Loves Fresh-Baked Cookies*, your target audience is anyone who is on campus or who visits the campus. Market your fresh-baked cookie program to students, faculty and parents and sell during high-traffic times.

Students/Classmates - Good for your everyday sales before school, after school or in between classes.

Teachers - Can use as rewards for good attendance or grade point average.

Parents - Promote take home sales by offering to bake cookies for their special events and gatherings.

Booster Clubs and other school activities - You can rent out your oven or go to the event and bake cookies onsite for purchase at the event.

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Marketing and Promotion

Tackle your target audience from all angles.

- Determine your selling days and communicate this to your target audience. EXAMPLE: Cookie Fridays.
- Display and merchandise your product and keep it fresh!
- Post signage around campus so your customers know when and where they can purchase and are aware of any promotions.
- Advertise through word of mouth, flyers, school website, Twitter, FaceBook and other social networking vehicles and take home letters to the parents.
- Have a sign up sheet for collecting phone numbers and email addresses so you can text and email customers about specials or limited time only products.

Otis Spunkmeyer offers **FREE** point of sale materials that are proven to help increase awareness of your program and cookie sales.

- Posters
- Ceiling Danglers
- Counter Cards
- Crew buttons



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Marketing and Promotion (Cont'd)

Attract business by marketing and promoting your program and products.

Offer special promotions that tie into specific events and holidays:

- Birthday gifts
- Mother's/Father's Day
- Valentines Day
- Spirit Days
- Christmas Holidays
- Seasonal (spring, fall, etc.)

Or it's as simple as just offering Special pricing (Example: 3 cookies for \$1 in December only!)

- Cookie of the month
- Cookie Club – buy 10 get the 11th FREE



Free promotional and recipe ideas through our O-iginals program

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Marketing and Promotion (Cont'd)

Otis offers several business-building programs that you can use to help grow sales and profits.

- **Otis O-riginals** - allows you to decorate cookies for specific gatherings, seasons and/or holidays. Sprinkles and icings can be purchased from Otis Spunkmeyer.
- **Cookie Packaging** - bake off cookies by the dozen or half dozen for take home sales or catering events.
- **Cookies for a Cause** - limited time only cookies that were formulated for specific causes (see more on next page).



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Choose Your Staff

- **Supplier:** That's us! Our direct ship delivery allows orders to be placed and delivered to the location of your choice on a weekly basis.
- **Accountant:** responsible for reconciling cash drawer, paying bills from the supplier and tracking profits.
- **General Manager:** oversees all aspects of the business (usually the Adviser but perhaps there is a standout student leader).
- **Bakers:** Designate 2 just in case one is out.
- **Sales Associates:** Promote the fresh-baked cookies by word of mouth, hanging posters and passing out flyers.
- **Marketing Manager:** Maintains the website, sends text and email messages, arranges specials (i.e. cookie of the month, cookies for causes, etc.) and develops flyers.
- **Warehouse Manager:** Responsible for tracking inventory (cookie dough and supplies), placing orders and receiving orders.

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Growth Opportunities

The opportunities for your students to learn, grow and develop as business people are numerous with the Otis Spunkmeyer fresh-baked cookie program.

1. Provides your students with a chance to learn real life business experiences such as managing, marketing, promotion and sales.
2. Allows students to set and meet goals by raising enough money to attend conferences.
3. Gives chapters without school stores a way to generate funds for activities.
4. Encourages teamwork to get the job done.
5. Inspires leadership and organizational skills.
6. Creates a happy environment by spreading the joy of fresh-baked cookies.

What are you waiting for? Get started today!

Call 1.800.506.3191 ext. 7451

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Additional Product Options Available

Otis Spunkmeyer is a leader in the sweet baked goods industry. We have a wide variety of products that will help maximize profits for your chapter.

- **Muffins** – multiple flavor options to choose from, and select varieties available in reduced fat options. (*muffins only available for on campus sales.*)
- **Brownies** – decadent and chewy brownies. No baking required. Arrive frozen in aluminum trays that you thaw and serve.
- **Pretzels** – naturally a better-for-you choice. Serve them salty, sweet or plain...your choice. 12 pretzels come with “cinnamon and sugar” and “salt” packets.



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