

AMERICAN ENTERPRISE PROJECT

2018-19



Bellevue West High School
Nebraska



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INTRODUCTION AND PURPOSE

Under the American Enterprise system, the country's free market economy operates according to five main principles: economic freedom, voluntary exchange, private property rights, profit motive, and competition. Every individual practices one of these principles, voluntary exchange, on a daily basis by simply spending money. With little government control, American citizens can buy and sell goods based on supply and demand. The concept of a free market economy and the opportunity to start a business was the focus of Bellevue West Future Business Leaders of America's (FBLA) American Enterprise Project.

The coffee shop was an idea introduced by, Pat Hinkle and Kathie Britten, the FBLA advisers. However, the project leaders, consisting of Clara Larson, Leah Larson, and Baden Brumbaugh, introduced the project to chapter members. The goal of this entrepreneurial project was to teach students about the American enterprise system with real-world experience while in an educational environment. With such a hands-on entity at their fingertips, every student who helped make Thunder Brew a success learned important business skills.

Through multiple brainstorming sessions it was decided that the name for the coffee shop would be Thunder Brew. It provides opportunities for students to gain tangible experience in multiple facets of entrepreneurship. The chapter started Thunder Brew by repurposing a classroom closet using limited resources, finances, and knowledge of specialty drinks. Lastly, by collaborating with Mr. Tracy's Entrepreneurship class, FBLA members transformed Thunder Brew into a real business.

With the help of other school organizations, Entrepreneurship students, and local business owners, FBLA members were able to create a business that provided experience, education, inclusivity, and morale to the student body and staff. In addition, Thunder Brew acts as a nonprofit at Bellevue West, meaning any profit made by the selling of specialty drinks will be donated to different departments or organizations throughout the school and offered as scholarships. The coffee shop will be in operation for years to come and will continue to financially support the students of this school. The business department will also use Thunder Brew in the future to provide a tangible business experience for their students.



American Enterprise Project leaders



Entrepreneurship class



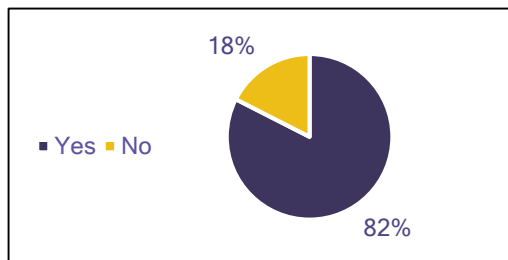
RESEARCH

As previously stated, FBLA started this project without funding and minimal knowledge on what it would take to run a coffee shop. Therefore, a substantial amount of research needed to be conducted in order for Thunder Brew to succeed.

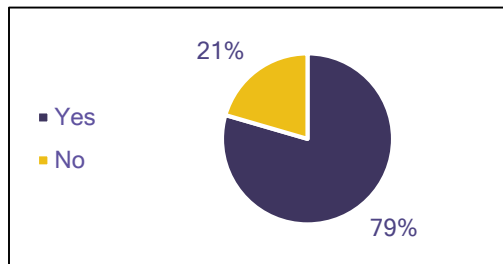
THE SCHOOL

The chapter began the research by determining how the students and staff felt about a coffee shop at Bellevue West. Below is a feasibility survey administered to the staff on October 16, 2018.

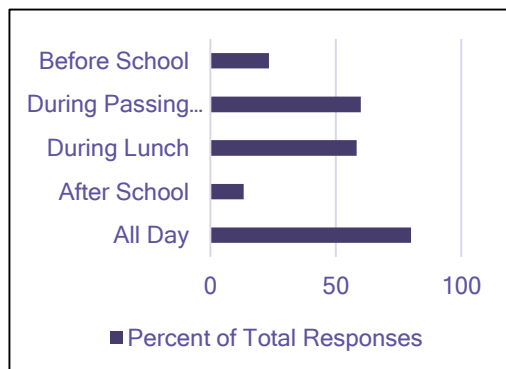
1. Do you allow drinks in your classroom?



2. If no, would you consider allowing drinks with lids?



3. When do you feel Thunder Brew should be open?



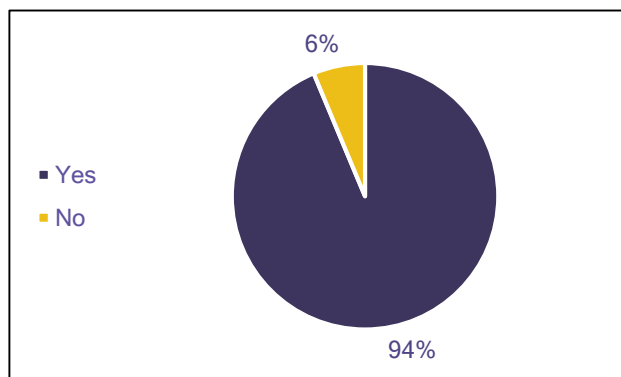
4. What concerns do you have about Thunder Brew?

After conducting this survey and receiving 63 responses, it was determined there were two main concerns from the staff.

1. Tardiness of students
2. Competition with the T-Bird Café

The Entrepreneurship class composed policies to eliminate tardiness of the workers and customers of Thunder Brew and explored different ideas on how to approach the T-Bird Café competition. The T-Bird Café is a small food service run by the special education department through which teachers can order drinks or snacks and have them delivered to their classroom. The Entrepreneurship class also suggested the special education students become trained to work at Thunder Brew.

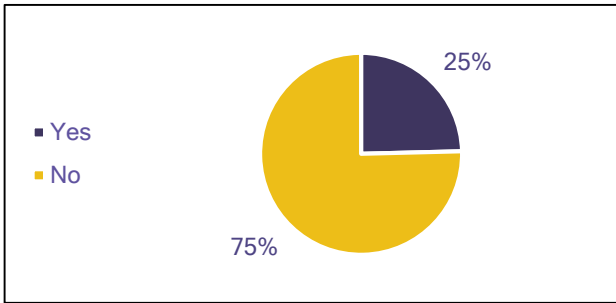
5. Overall, do you support the opening of a coffee shop at Bellevue West?



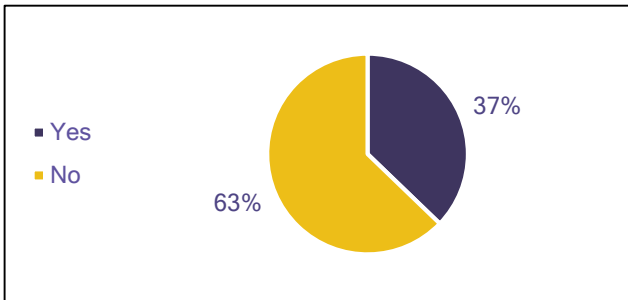


The FBLA chapter also wanted to gather data about the popularity of Thunder Brew among over 1,600 students, since they make up the largest percentage of the school population. On November 8, 2018, the following survey made by the Entrepreneurship class was sent out to students.

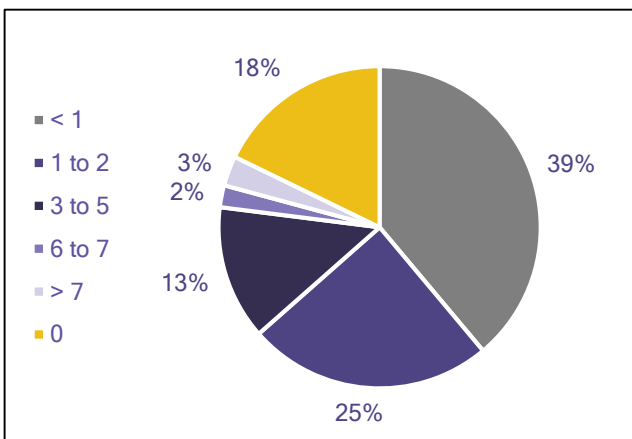
1. Have you heard of the free enterprise system?



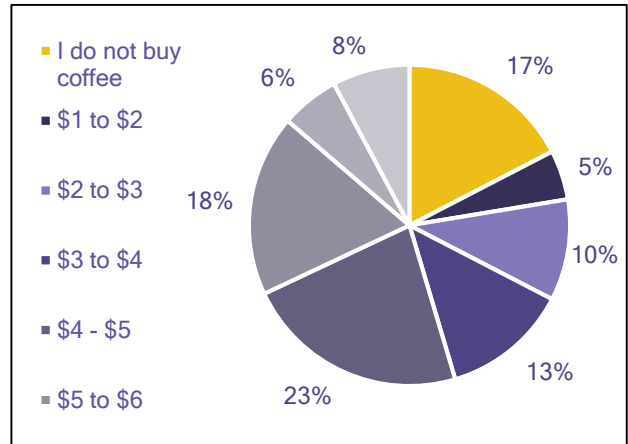
2. Do you have any interest in starting your own business?



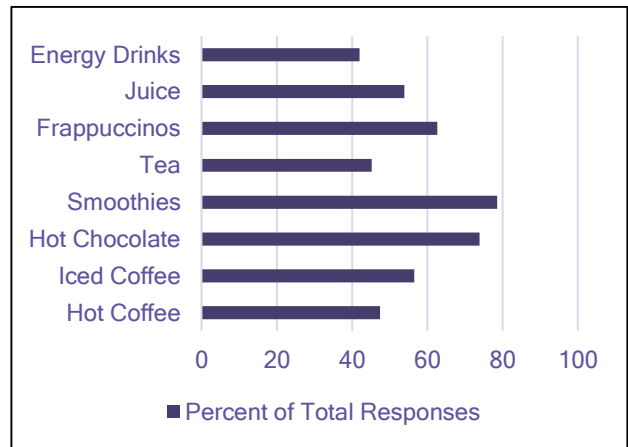
3. How often (per week) do you buy coffee or other specialty drinks from coffee shops?



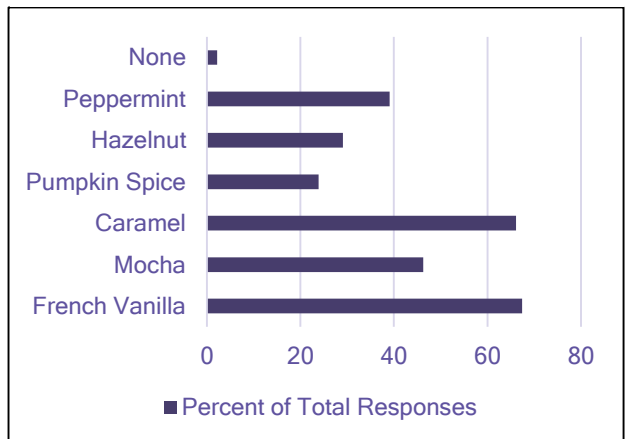
4. What is the average amount you spend on coffee?



5. Which products would you be interested in buying?

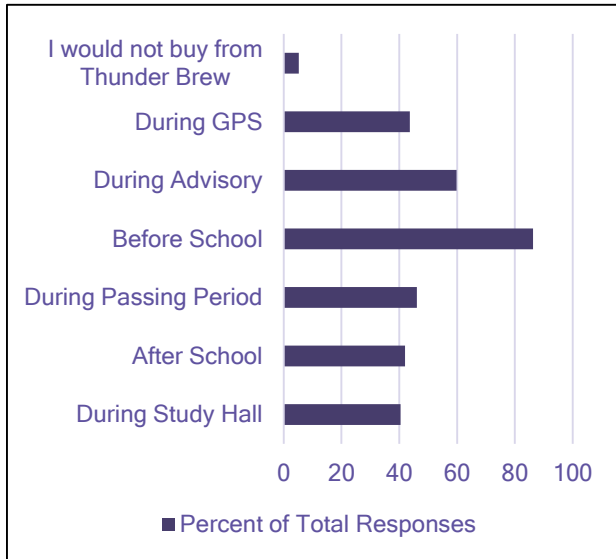


6. Which flavors of coffee are your favorite?





7. Which times would you buy from Thunder Brew?



Finally, Clara Larson, a project leader, met one-on-one with a student at Bellevue West who was formerly employed at Starbucks. During this meeting, questions were answered about making coffee regarding: ratios, syrup flavorings, and the most efficient way to make a variety of drinks.

October 8, 2018



November 16, 2018

November 28, 2018



With 460 responses, this survey data was used to make decisions on pricing, products, and work schedules.

THE COMMUNITY

FBLA members and the Entrepreneurship class sought advice from individuals and businesses throughout the community. From October to December of 2018, onsite visits were made to local coffee shops, schools, and businesses. Former coffee shop employees were also interviewed.



November 29, 2018

The coffee shops and local businesses provided valuable information on starting a business in addition to operational tips.

December 7, 2018



Multiple business students also visited Duchesne Academy, a local school, that has already had success in opening a student-run coffee shop. FBLA and Entrepreneurship students were able to see a productive coffee shop as well as its physical setup. In addition, they had the opportunity to view different types of machinery and products used as promotional items.

These meetings allowed students to determine what types of products were needed and the amount to purchase for the soft opening. It also gave every individual an opportunity to see the hard work and determination it takes to start a business.



PLANNING AND DEVELOPMENT

After analyzing the information gathered from the surveys and onsite meetings, the planning and development of the project was finally able to get started.

ENTREPRENEURSHIP CLASS

Planning for the opening of Thunder Brew began in August of 2018 with brainstorming sessions about names, products, and logos. FBLA members introduced the project to the third hour Entrepreneurship class, and it wasn't long before Thunder Brew became the course's main focus for the semester. Every student in Mr. Tracy's class became a part of one of the six different departments below, each focused on unique tasks tailored to a specific concept within the American enterprise system.



The Entrepreneurship class at Duchesne Academy

MARKETING: created social media pages for Thunder Brew; made posters and announcements

LEGAL: researched and reported food regulations for a school business

ACCOUNTING: created a budget and list of accounts; kept track of expenses

LOGISTICS: created menu; found pricing and vendors for supplies

HUMAN RESOURCES: created and enforced policies; made employee handbook and work schedule

RESEARCH: contacted local coffee shops for meetings; conducted two surveys

Splitting the class into departments allowed for more efficient work in addition to giving students an opportunity to specialize in a specific department. Four students also had the opportunity to gain leadership experience by becoming the heads of their department (Accounting and Legal acted as

collaborative teams). Supplementary to their day-to-day tasks, each department aided in the writing of a business plan for Thunder Brew. After each page was composed by the related department, the class was able to read through a real example of a business plan in its entirety.



FBLA CHAPTER

Project leaders and FBLA members spent many days brainstorming for opening day. On October 12 - 14, 2018, FBLA's leadership team went on a retreat to plan the Program of Work. During the retreat, the American Enterprise Project team spent time planning for Thunder Brew's soft opening which was to be held December 17-21, 2018.



The leadership team working while on the retreat

The following decisions were made for the soft opening:

- Types of products to offer
- Physical set up of Thunder Brew
- Purchase of equipment and supplies
- Budget of \$1,500
- Fundraising ideas

Later, a formal speech was prepared for the induction ceremony in order to introduce the members' families and the community's business men and women to this project.

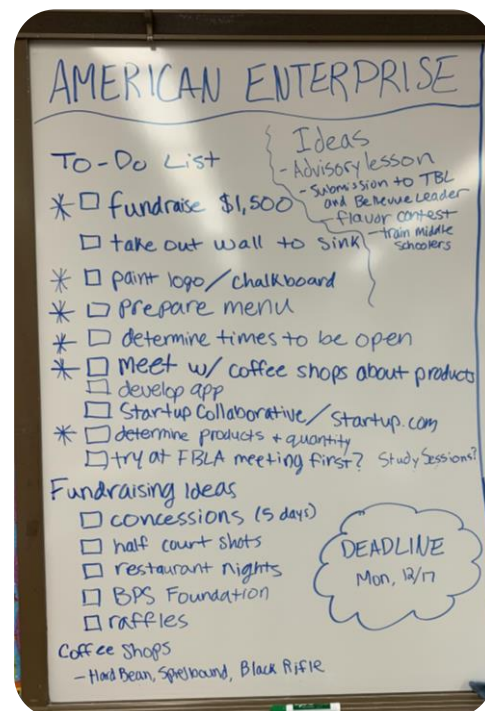


The project team speaking at the induction ceremony



FBLA chapter at the induction ceremony

Throughout the planning process, all business students and 68 FBLA members were involved. This allowed every individual to learn what happens behind the scenes of Thunder Brew and work the coffee shop when it was ready. The members also assisted with the brainstorming aspect from beginning to end of the planning and development process so a variety of creative ideas were developed.



A checklist of tasks to complete before the soft opening



IMPLEMENTATION

With a multitude of creative ideas and plans being developed every day, the chapter was eager to start implementing planned activities. There was much to be done in various aspects of the business before Thunder Brew saw its opening day.

MARKETING

Although much of the excitement about the opening of Thunder Brew was initiated through word-of-mouth, the Marketing team completed the following projects for further advertising:

- On October 29, 2018, social media accounts were created
- Posters and flyers were made in early December promoting the following:
 - Social media accounts
 - Opening date
 - Location of Thunder Brew
 - Menu items



Poster displayed on school balcony to promote opening of Thunder Brew

Another important aspect of the advertising of the coffee shop came through the school newspaper, The Thunderbeat. The editor-in-chief contacted and interviewed all three members of the project team to learn more about the creation of Thunder Brew. A short, informative video was released to thousands of members of the community on December 12, 2018, acting as an introduction to the project, and a more detailed article was printed and distributed two days later.

PHYSICAL PREPARATION

As stated in the introduction, the physical space of Thunder Brew had to undergo a transformation from a crowded, overflowing closet to an organized, spacious coffee shop. From October 17-December 14, 2018, FBLA members and business students worked together to prepare Thunder Brew for the soft opening on December 17, 2018.



Renovation of the classroom closet

FUNDRAISING

In order to raise the funds needed to pay for the physical set up, equipment, and products necessary for the operation of Thunder Brew, the following fundraisers were held before the opening of the shop:



11/13/18

- 1/2 court shot sponsor
- donated prizes from \$20-\$500



11/19/18

- fundraiser night at restaurant
- donated 20% of profit - \$57.75



11/29/18

- fundraiser night at restaurant
- donated 10% of profit - \$50.00



12/8/18 and 12/15/18

- 1/2 court shot competition
- kept 1/2 of tickets sold - \$36.50



12/11/18

- concessions at wrestling
- made \$112.00



PRODUCT VENDORS

Because of the variety of materials needed to start Thunder Brew, chapter members obtained the following products from

multiple vendors, in Nebraska, Iowa, and Minnesota.

PRODUCT	DESCRIPTION	VENDOR	PRICE
Cups and Lids	Compostable hot and cold cups and lids	Larsen's Supply Co.	\$250.21 (2,000 cups and lids)
Coffee Beans	40 oz. Columbian blend	Marathon Ventures	\$14/bag (\$8 discount)
Coffee Urns	100 cup coffee maker	Marathon Ventures	Free (2 urns)
Grinder	Multi-setting bean grinder	Marathon Ventures	Free (1 grinder)
Cups and Lids	Compostable hot and cold cups and lids	Renewables Brand	Free (1000 cups and lids)
Refrigerator	Small to fit in closet	Sam's Club	\$150.00
Milk Frother (3)	8 oz capacity	Target	\$26.00 each
Milk	Great Value 2% ½ gallon	Walmart	\$0.95 (½ gal)
Almond Milk	Great Value Original ½ gallon	Walmart	\$2.57 (½ gal)
Whipped Cream	Great Value Original	Walmart	\$2.98 (1 can)
Hot Chocolate	Swiss Miss packets	Walmart	\$4.98 (30 packets)
Syrups	Torani 750 mL bottles	Webstaurant	\$4.57 (1 bottle)
Tea	Biglow Tea variety pack	Webstaurant	\$9.69 (64 packs)

SCHOOL INVOLVEMENT

Throughout the project, FBLA members sought to involve as many other students as possible. The chapter implemented this goal by hosting a logo competition, partnering with the T-Bird Café, distributing information during FBLA Week, and through the social media accounts.

Logo Competition

In partnership with the Art Club, Thunder Brew hosted a logo competition from November 13-30, 2018 with a prize of five free drinks from the coffee shop. 54 designs were submitted, and two artists received the prize.

Official logo by senior Josephine Linhart



Mural design by freshman Sophie Goessling





T-Bird Café

On October 25, 2018, the project team met with Mr. Staskiewicz, the head of the school's special education program and sponsor for the T-Bird Café. During this meeting, it was decided that his students would be trained January 16-17, 2018. While perfecting the process of making hot coffee, cold brew, hot chocolate, and tea, the students were able to learn and apply numerous skills such as customer service, following directions, and processing cash and credit card sales through the Process Now app. In the words of Mr. Staskiewicz, *"They have been exposed to working with an entirely new group of students who have been helpful and welcomed them with open arms. They have learned to work a little bit more independently."*

FBLA Week

Chapter members wanted to better educate the school and community about the five core concepts of the American enterprise system. Therefore, the following activities were completed during FBLA week from February 4-8, 2018:

- Flyers about the system were distributed at lunch with a \$0.50 coupon to Thunder Brew
- An "American Enterprise Fact of the Day" was read on the announcements

Social Media

Links were periodically posted on the social media accounts of Thunder Brew to multiple websites containing American enterprise facts. From these posts, we had an average of 240 impressions on Twitter.

TRAINING AND SOFT OPENING

Once the project team and the department leaders from the Entrepreneurship class selected the process for making each drink, the rest of the class and FBLA members were trained from December 14-16, 2018. From December 17-21, 2018, Thunder Brew's soft opening took place with the coffee shop being open every day from 7:15 a.m. to 3 p.m.

Entrepreneurship students and FBLA members working multiple shifts. Drinks were priced from \$1.00 to \$3.50 and Thunder Brew generated \$1,850.75 in sales that week. This covered the start-up cost and added expenses, leading to \$99.48 in total profit. The soft opening was a learning experience for everyone and winter break was used to evaluate the results and make changes.



FBLA member taking a customer's order

After taking time to analyze the successes and failures of the soft opening, the staff of Thunder Brew came back second semester ready to make the coffee shop improved and more efficient. The project team increased staff in the shop during the busiest times and created a clean-up schedule for FBLA members. Additionally, a policy of stopping orders two minutes before the tardy bell was enforced to ensure that Thunder Brew's customers and workers were not late to class.

Even with the implemented improvements, sales declined as compared to the soft opening. As the initial excitement calmed down, another method of attracting new customers was needed. Therefore, students involved with Thunder Brew came up with the following two techniques:

1. Flavor of the week - offered a \$0.50 discount to customers
2. Punch cards - gave customers every tenth drink free



EVIDENCE OF PUBLICITY

Having public recognition of the project was extremely important to the success of Thunder Brew. It created awareness within the school community while promoting the importance of entrepreneurship in the American enterprise system.



A tweet from the school newspaper with a link to a short video about Thunder Brew



FBLA members introducing Thunder Brew to middle school students at the community career fair



An article about Thunder Brew featured on the front cover of the school newspaper



A tweet displaying students working on their Thunder Brew logo submissions



IMPACT AND EVALUATION

Thunder Brew reached many people through multiple forms of publicity and the impact of the coffee shop affected a number of different groups throughout the community and will continue to do so in the future.

IMPACT ON BUSINESS STUDENTS AND FBLA MEMBERS

The American Enterprise Project directly impacted the students of the Entrepreneurship class and FBLA members. It taught students what it takes to start a business by giving them tangible, real-life experience. Working in a departmentalized business further developed entrepreneurial skills in addition to the following soft skills:

- Teamwork
- Work Ethic
- Dedication

Senior Wells Brazda made the following comment on what he took away from the project: *"I learned a lot from working at Thunder Brew...Things got hectic so you really improved communication skills...When things do get hectic, you look to the one who does know what they're doing."*



A department head training other Entrepreneurship students

Participating in the creation of Thunder Brew was an irreplaceable experience that the Entrepreneurship students and FBLA members will continue to utilize and learn from for years to come.

American Enterprise Project

IMPACT ON SCHOOL

Although it was impossible to directly involve all students and staff in the behind-the-scenes work of opening Thunder Brew, the rest of the school benefitted from this project. Every individual had the opportunity to increase their knowledge on the free enterprise system through the following activities:

- Reading informational flyers during FBLA week
- Listening to the announcements
- Clicking on the links posted on social media pages

The students could apply the concepts learned, such as competition and economic freedom, by participating in the logo competition, taking surveys, and making a purchase at Thunder Brew.



A student receiving an informational flyer during FBLA week

Thunder Brew also provided valuable work experience for special education students. Each developed customer service and time management skills. The project gives back to the school through donations to organizations and funding scholarships.



IMPACT ON COMMUNITY

PROJECT EXPOSURES:
OVER 5,000

The project provided many businesses throughout the Bellevue community with the chance to assist and develop young entrepreneurs. FBLA reached out to many professionals and all willingly participated in the student-run coffee shop. The businesses that helped make Thunder Brew a success include Marathon Ventures, Spielbound, No More Empty Cups, Hard Bean Coffee, Larsen Supply Co., Don & Millie's, Outback, and Texas Roadhouse.



Business students meeting with
Hard Bean Coffee founder

Meeting with local businesses allowed students to gain both professional and interpersonal skills, which they will need to be successful, prospective employees.

FUTURE BENEFITS

Thunder Brew will continue to teach students multiple skills while providing the school's members with delicious and affordable specialty drinks. It has the potential to be an entity that is continuously utilized throughout the business department as a supplement to curriculum by providing real-life experiences. Thunder Brew will endure for many years because of the impact on the school and chapter members. Sixty-eight chapter members have worked numerous hours to ensure Thunder Brew will continue for years.



Thunder Brew staff exemplifying good
customer service

Composting Program

Thunder Brew has also opened the door to making even more of an impact. The project has initiated a new composting program set to take off at Bellevue West next year. The chapter met with Gillian Cromwell from Hillside Solutions on January 15, 2019 to discuss the steps in order to implement the program. The goal of this composting program is to have other schools within the Bellevue Public School district participate in improving the environment.



Internship Opportunity

Lastly, Thunder Brew has paved the way for a new internship program to be put into place at Bellevue West. Currently, seniors who take one of three required classes are able to take fewer courses at school. This means they have the ability to work 180 hours per semester. If a Thunder Brew internship program were to be integrated into the school's curriculum, it would allow students to receive internship credit by working the required hours at the coffee shop. This would alleviate concerns of transportation and give students a chance to dive deeper into the operations of a business by experiencing inventory, budgeting, marketing techniques, scheduling, and employee policies.



EVALUATION AND RECOMMENDATIONS FOR CHANGE

Overall, Thunder Brew has been successful by achieving the goals and values of the following mission statement.

MISSION STATEMENT

To provide quality coffee beverages to students and staff with convenience and lower prices. Thunder Brew aims to make enough profit to significantly benefit Bellevue West with donations to various school-wide programs while teaching students the principles of the American enterprise system.

Thunder Brew is always looking for ways to provide better experiences for its customers. During second semester, the coffee shop averaged \$400 to \$500 in sales per week. In order to maximize the financial support Thunder Brew is able to provide for the school, the chapter wishes to increase profit. The following ideas to raise more money have been planned for the future:

- Expansion of Menu
 - Smoothies
 - Iced Tea
 - Frappuccinos
- Expansion of Physical Space
 - Create mobile version
 - Sell products at school events
- Upgrading of Machinery
 - New bean grinder
 - Espresso machine
 - Blenders
- Development of an App
 - Exclusive coupons available to Thunder Brew app users
 - Preorder and prepay options to allow for quicker distribution of drinks



In addition to making improvements on the operation and service of Thunder Brew, the chapter wishes to educate individuals about the free enterprise system outside of Bellevue West. In the future, FBLA members plan to visit local middle and elementary schools to inform students about the business and to widen Thunder Brew's degree of impact. During these visits FBLA members will educate students about the American Enterprise system and its five principles, hold competitions, and even invite students to tour Thunder Brew. The project team is proud of the impact Thunder Brew has made this year and is looking forward to continued success.



APPENDIX

February 4th - February 8th
FLAVOR OF THE WEEK:

Ice Cream Sundae

(Butter Pecan and French Vanilla)



Order the "Ice Cream Sundae" and receive \$0.50 off any drink!



Thunder Brew Coffee Shop

LOGO CONTEST

NOVEMBER 13TH - NOVEMBER 30TH

CREATE LOGO CONTAINING.....
- "THUNDER BREW"
- IMAGE RELATED TO COFFEE

TURN IN TO MRS. HENKLE
OR MRS. YOACHIM BY 11/30

HOSTED BY FBLA
AMERICAN ENTERPRISE
PROJECT AND ART CLUB



FUNDRAISER NIGHT FOR

Thunder Brew Coffee Shop

WHERE 2208 Pratt Ave, Bellevue, NE 68123

WHEN Mon. 11/19 from 4 p.m. to 8 p.m.

HOW Place your receipt in the fish bowl on the counter, and 20% of your total will be donated.

WHY Bellevue West FBLA needs to raise \$1,500 to start a coffee shop for their American Enterprise project.

NAME: _____ Grade: _____

THUNDER BREW

Buy 9 drinks, and get the 10th free!

This Coupon Is Good For....



50¢ OFF ANY DRINK!!!

	A	B	C	D	E	F	G	H
	Bulk Price	Amount Per Serving	Price Per Serving	Total Cost	Selling Price	Profit Margin		
1								
2	Hot Coffee			\$0.26	\$3.00	\$2.74		Whole Pot of Coffee
3	40oz = \$14 (30oz per 100cups)	10oz coffee (.375 beans)	\$0.13					30 oz beans
4	1000 cups (Larsen's) = \$74.75	1	\$0.07					\$10.50
5	1000 lids (Larsen's) = \$55.34	1	\$0.06					80 16oz cups
6	Cold Brew				\$3.50	\$3.50		10oz coffee per cup
7	40oz = \$14 (30oz per 100cups)	10oz coffee (.375 beans)	\$0.13					0.375 beans per serving
8	Straws							\$0.13 per serving
9	Ice							
10	1000 cups (Larsen's) = \$93.38	1	\$0.09					
11	1000 lids (Larsen's) = \$39.53	1	\$0.04					
12	Hot Chocolate			\$0.37	\$2.00	\$1.63		
13	50 packets = \$5.98	2 packets (1 = \$0.12)	\$0.24					
14	1000 cups (Larsen's) = \$74.75	1	\$0.07					
15	1000 lids (Larsen's) = \$55.34	1	\$0.06					
16	Hot Tea			\$0.28	\$1.00	\$0.72		
17	64 bags = \$9.69	1 bag	\$0.15					
18	1000 cups (Larsen's) = \$74.75	1	\$0.07					
19	1000 lids (Larsen's) = \$55.34	1	\$0.06					
20	Syrups			\$0.18	\$0.00	-\$0.18		
21	750 mL = avg \$4.60	4 (1/4oz) pumps avg	\$0.18					
22	2% Milk			\$0.09	\$0.00	-\$0.09		
23	1/2gal (64 oz) = \$0.95	6oz (3 shots)	\$0.09					
24	Almond Milk			\$0.24	\$0.50	\$0.26		
25	1/2 gal (64 oz) = \$2.57	6oz (3 shots)	\$0.24					

The cost-benefit analysis for each product on the menu