

Event Evaluation Reports

1. Open Day Fontys Hogeschool

Date: 18 November 2006
Costs: 0€
Items sold: 15 items (9 female and 6 male versions)

The Open Day on November 18th 2006 was the first selling opportunity DiscLusive S.C. faced in the business year. The Fontys Hogeschool organises two Open Days per year and every mini company has the opportunity to be present with a stand. We did not have to pay any fee and tables were provided for that day. Unfortunately our location was quite disadvantageous, as we were positioned with only three other minis in the study domain. This area did not provide any additional benefit except our products to the visitors, which led to the result that most of them passed by and did not even have a look at our stand. More advantageous locations were the hallway or the canteen, where constant flow of people was assured.



Anyway, we tried to make the best out of this situation. We started the day with a breakfast in the whole group to get together personally. Our decoration included black table cloths, CDs, fairy lights, some flyers and posters and two small stands to present each of our versions. The atmosphere and also our product were underlined by music. In order to reach a higher sales figure, two people constantly distributed flyers and talked to the visitors at the main entrance and in the hallways. Further two members of the mini company were in charge of

being at our stand, which included informing potential customers and of course selling our product.

At the end of the day we sold 15 products, 6 of the male and 9 of the female version. With this figure we lay above the average in contrast to other mini companies. Although our goal was to sell 20 CD-holders, we are still satisfied due to the bad location. Furthermore we gained experience in personal selling and therefore got prepared for the upcoming Christmas Markets.

2. Christmas Market Straelen

Date: 2 and 3 December 2006
Costs: 15€
Items sold: 16 items (6 female and 10 male versions)

The Christmas market in Straelen was not so successful. We sold 16 products over the weekend, 10 of the male products and 6 of the female products. At Saturday we sold 9 products and at Sunday 7 products. We had to pay 15€ for the stand. Our stand was not in the middle of the city. Due to this fact most of the visitors did not notice our stand, because they preferred to go directly to the centre of the Christmas market. About 70% of the visitors was over 40 years old. That was also a negative aspect, because our target group is between 18 – 25 years. Furthermore there were not much people at the Christmas day. Normally on Sunday there should be over 250 visitors, but the weather was bad and it rained the whole afternoon. Con-

sequently there were only about 100 people. That was our first sales day on a Christmas market and all students should collect experience, how to sell a product or how to get the attention of a potential customer. For these days we did not have a concrete goal concerning the sales figures. It was important to know how the product is evaluated by the people.

3. Christmas Market Brüggen

Date: 9 and 10 December 2006
Costs: 35€
Items sold: 21 items (10 female and 11 male versions)

The convivial commune at Niederrhein. Brüggen is located amid the 435qkm natural park area called Schwalm-Nette and exists out of the districts Brüggen, Bracht und Born. The commune decreed above an extensive forest area. It is riddled with moors and everglades. Formative for the landscape are the 45 km Schwalm and a couple lakes. The memory on the middle age is today also represented by angular lanes, romantic archways and traditional buildings. Every year at the second and third advent weeks invites Brüggen's Christmas market to dawdle around. The festive decorated and lighted up Klosterstreet built also in 2006 the backdrop for about a hundred stands and sales booths.

Thus also DiscLusive S.C. decided to build up its stand for two days at the second advent weekend in Brüggen. So DiscLusive S.C. divided its team into 6 subgroups. Every group had to work for 4 hours in 3 shifts each day. The people of the morning shift built up the stand and decorated it in Christmassy way. The people of the shift in the evening removed it. So every detail was planed to continue the sales opportunities after the Christmas market in Straelen.



Beneath you can see a picture of the sales booth, so you can imagine how the stand looked like. The result of the market in Brüggen was that DiscLusive S.C. sold 21 CD-holders, whereof were 10 female versions with the mirror and 11 male versions with the notepad. This was not the only outcome of the sales booth. Also a hundred of peoples peered the DiscLusive CD-holders and they took about a hundred flyers with them, so that also the effect of word-of-mouth advertising was given. Finally you can say that DiscLusive S.C. attended successfully its first trader steps at the end of the opening fiscal year 2006.

4. Christmas Market Airport Weeze

Date: 16 and 17 December 2006
Costs: 20€
Items sold: 97 items (65 female and 32 male versions)

This market was the last Christmas market where we exhibited and the sale was very successful. The market took place in the hall of the Airport Weeze. All mini companies of Fontys were present and the costs for the stand were 20€. Booths were provided by the organizer of

the market. We decorated the booth Christmassy and adequate to our product to get the attention of the visitors.

Due to the fact that the market was inside the sheltering for the exhibitors but also for the visitors was comfortable in comparison to the Christmas markets in Brüggen and Straelen. This means that the visitors took more time when looking at the single booths. Furthermore the Christmas market had been promoted as a market where innovative products of student companies are exhibited. Therefore the visitors knew the background and were very interested. Due to this fact it was fun for the whole group to inform the people of our product.

We organised three different shifts per day and there were always 2 – 3 employees at our booth. One person stood behind the booth and was responsible for encashing and packaging of the product. The second person stood in front of the booth to present the product and to explain its main benefits as soon as interested and curious visitors came to our booth. In addition the third person distributed our flyers to potential buyers in the hall.

We sold 97 items in total, 65 female versions and 35 male versions. This sales amount was very motivating for our mini company and after this event we reached our break-even point. The buyers were very different, this means they cannot be described as one target group. Young but also elder people were interested in our product. Often the CD-holder was bought as a present for Christmas. Some people thought that the CD-holder would be too heavy for the sunshield when it is filled with 10 CDs. We assured them that this would not be the case and reported about our own experiences with the product. A further argument of the people for not buying the product was that they have a CD-changer or a MP3-player in their car. But in general we got a lot of compliments for our product idea. This event was like a confirmation for us that we are on the right track and was very motivating in comparison to the Christmas markets before.