

# POP POP 2015 PARTICIPANT REPORT



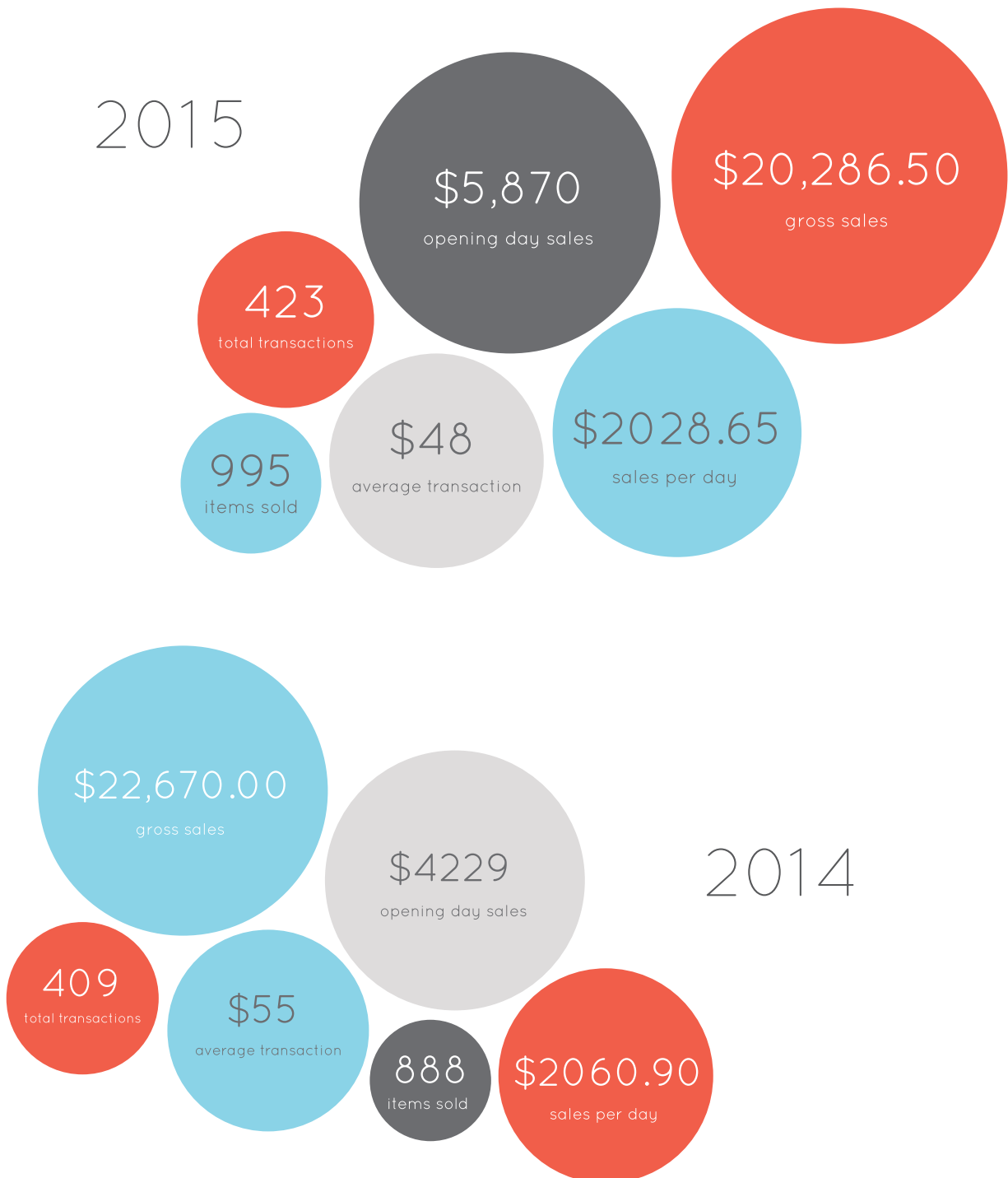
## Hey everyone!

The Student Design Association would like to thank you again for participating in this year's Pop Pop shop. This has been a large student production that required a great deal of work from everyone involved, and it would not have been possible without your excellent submissions.

After combing through the numbers, we've put together this Shop-End Report to give you some information on how earnings were distributed and why, what our sales were like, and what the 25% shop expenses bought you. We've heard your feedback from the recent survey, and hope that our comments on the process will clarify any questions you might have. If you have any additional comments or concerns, please email Graeme at [director@thesda.ca](mailto:director@thesda.ca).

## Highlights

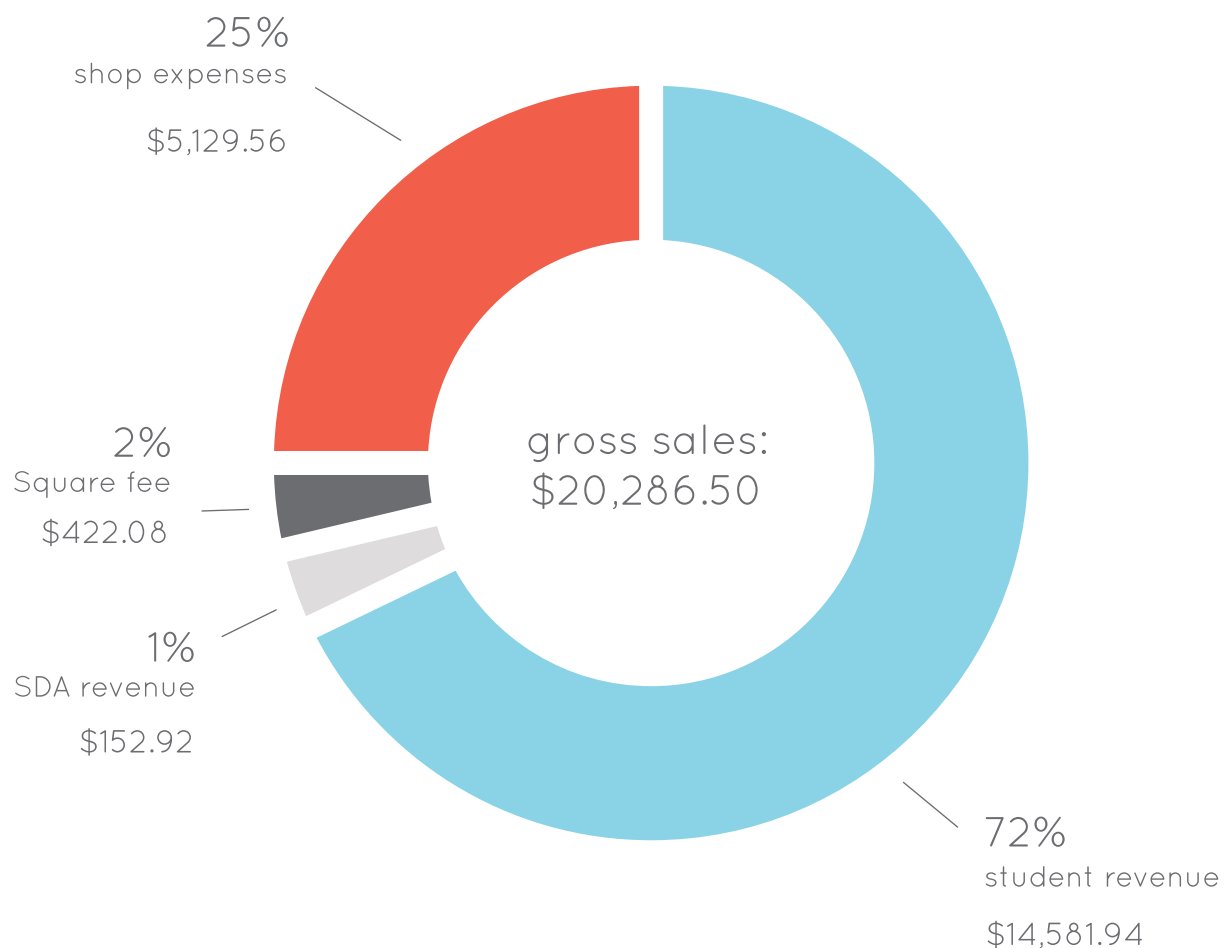
In terms of metrics and sales data, this year's shop went very well. Our opening night did considerably better than last year's shop, which we are quite pleased about. Despite being open one day less, we actually processed more transactions than last year! That being said, the average purchase amount did end up lower, which is understandable given the condition of the economy. Overall our total sales were comparable, and we hope the shop continues to be this successful in the future!



# Overall Revenue Breakdown

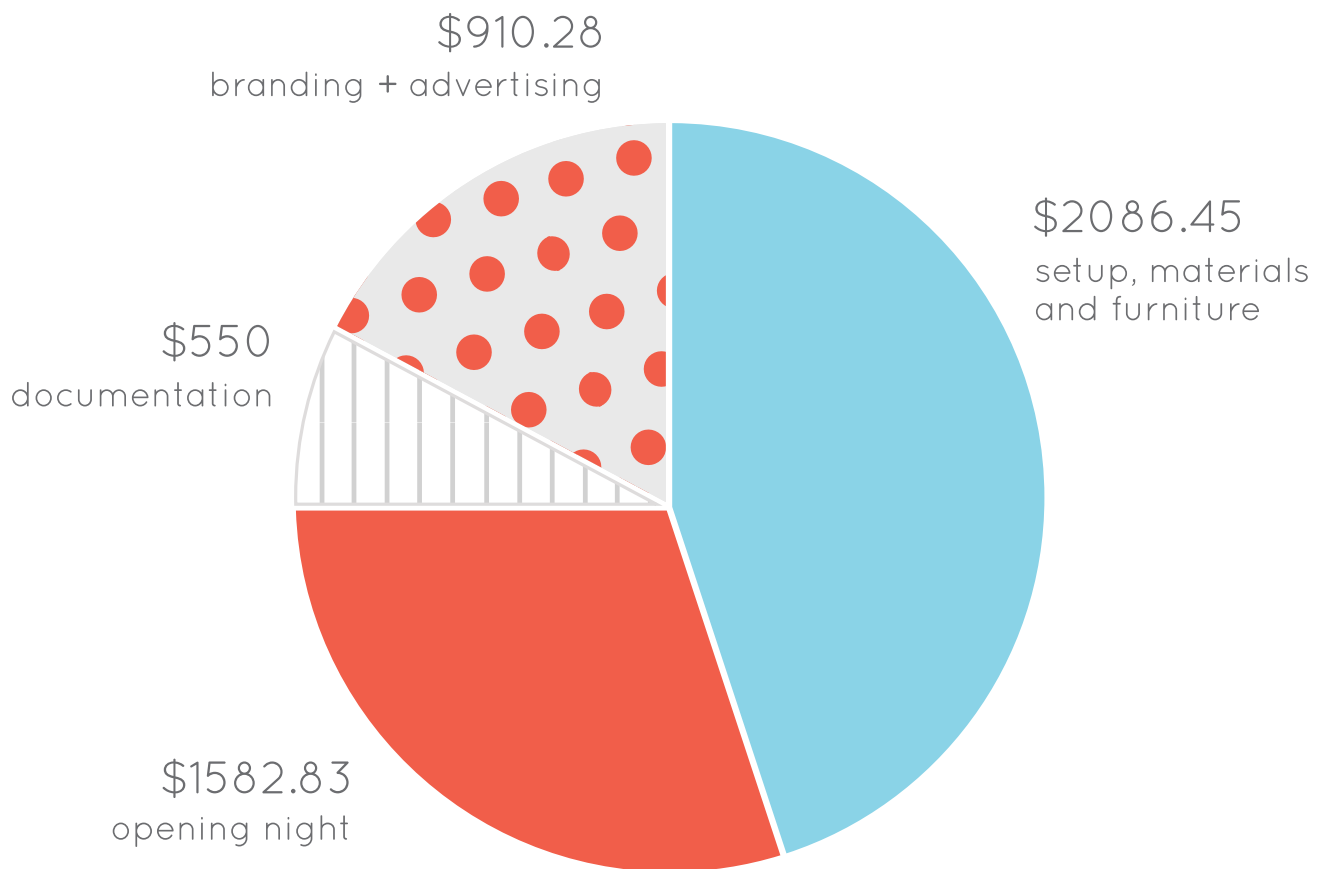
In response to those who have asked questions regarding the distribution of Pop Pop revenue, the chart below illustrates how the gross sales of 20,286.50 were ultimately broken down. We are sharing this information to provide greater clarity in our process, and ensure that this shop is set up to benefit you, the participants. Having gained only 1% of total sales revenue, the SDA is not looking to profit off student work, and will be reinvesting those earnings in next year's shop.

This year, overall student revenue came to 72% instead of the expected 75%. This unfortunate decrease happened when we tried to recoup some of the transaction fees that were lost to Square (our POS provider). Without that adjustment, it would not have been possible for the SDA to cover the cost of running Pop Pop. In retrospect, we realize that we may not have chosen the best possible solution for distributing funds, and will be looking to improve in the future. We apologize for any inconvenience, and thank you for your understanding.



## What did the 25% shop expenses buy you?

Our core focus is to create a better experience for design students at the University. Activities like Pop Pop are a great way to do this, but as with any venture, there is a large up-front cost which has to be collectively shared in order for the opportunity to happen. This money was spent to benefit participants in the long run, so many purchases from this year won't have to be duplicated next year. That means we will be able to direct more funds toward things like improved advertising that will help boost sales, increasing your profit at the end of the day. We have shown shop expenses broken down into four categories that are explained further in the following paragraphs: Opening Night, Setup/ Materials, Documentation, and Branding.



## Opening Night - \$1582.83

These are costs like liquor, renting security, catering, temporary licensing, and equipment rentals. This year we decided to serve alcohol for the opening night, which was quite an experience. We managed to secure a good rate on the liquor itself, but there were a great deal of other costs associated with having the capability to serve liquor (security, catering, legal work), which we didn't anticipate. We also planned for a slightly larger turnout, which inflated costs marginally. That being said, this year was a good experiment in serving liquor at a large event for the SDA, and we will adjust accordingly for next year.

## Setup, Materials and Furniture - \$2086.45

The largest costs in this category were construction materials, such as hardboard for walls, screws, tape, and paint, among other things. A major priority for the SDA this year is investment in the future of the organization and Pop Pop, and as such, we decided to spend a bit more money on purchasing furniture. This included Ikea tables, table cloths, and fabric curtains to be used in future shops, alleviating the necessity to rent or find similar material next year. We have also included volunteer and jury catering in this category. The venue was donated by TEC Edmonton for the duration of the shop.

## Documentation - \$550.00

Documentation has been a focus for the SDA this year - without excellent documentation, the future value of an event or experience is degraded. We invested in professional photos of the opening night and of the shop, as well as a timelapse video of the setup. We would encourage you to use the photo and video documentation in your own portfolios and promotion!

Photo documentation is available here until the end of term:

<https://drive.google.com/a/uAlberta.ca/folderview?id=0B7Rm8YHhy5P1T1N4V2ImZlkzNW8&usp=sharing>

The timelapse is available on vimeo here:

<https://vimeo.com/150858335>

## Branding and Advertising - \$910.28

We received a great deal of sponsorship in advertising and printing, which lead to reduced costs in this category. We did our printing, including vinyl, foam core and large format through Burke's, and had advertising donated through the Gateway and CJSR. We also paid for some general advertising on Facebook.

# Improvements for next year

We've listened to your feedback and would like to address some specific areas of improvement that will help us shape a better shop in the upcoming year.

## Inventory

We learned a lot about what our inventory system needs in order to contribute to an efficient shop. We did not have a specific system in place to manage products as they were dropped off, and this made it difficult to keep an up to date inventory roster for volunteer staff to access. There were also a few expected hiccups as volunteers navigated the 2014 and 2015 inventories on Square. These problems can be fixed with simple solutions that we hope to incorporate into next year's inventory organization.

## Volunteer Training and Involvement

We are thankful for the volunteers that contributed to making this year's shop possible. You all worked hard to contribute, even though you may not have been given a lot of direction at the time. Next year, we'd like to do a better job of involving the student body earlier on in the shop setup, and provide shop staff with necessary training that they felt was lacking this year. We would like staff that work with the inventory to understand our system better, which will help prevent confusion with the square sales system, and provide a better overall experience for customers as they make purchases.

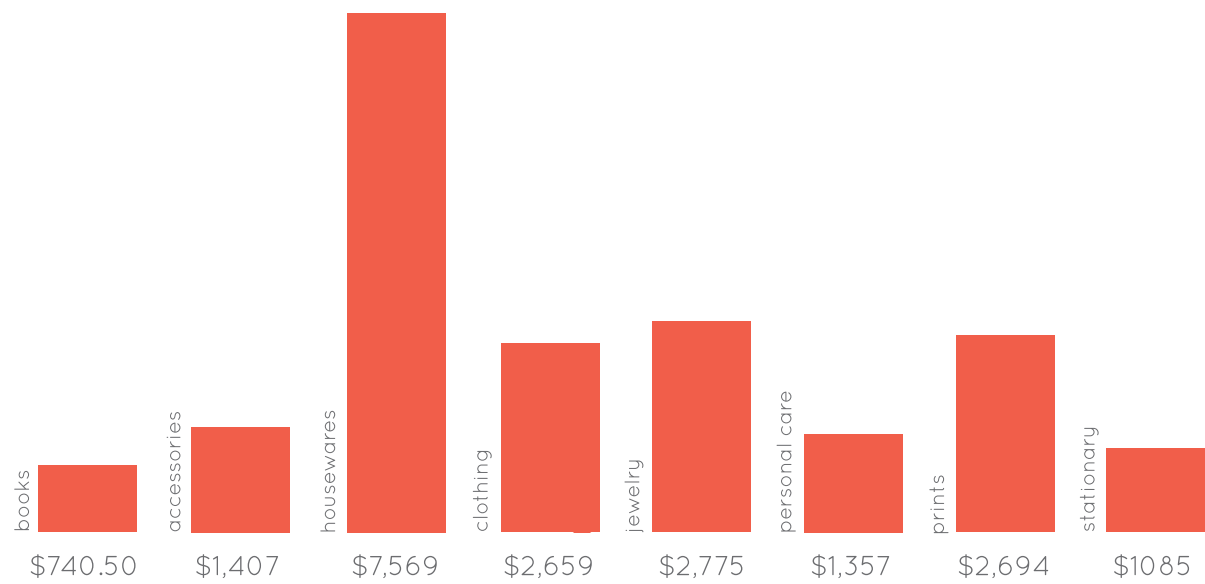
## Advertising

Advertising went pretty well this year, but next year we plan on expanding our reach by starting a little earlier and pursuing different avenues, including print media and web. Since we already invested a large sum in Pop Pop this year, we will be able to allocate a larger portion of our budget toward these goals.

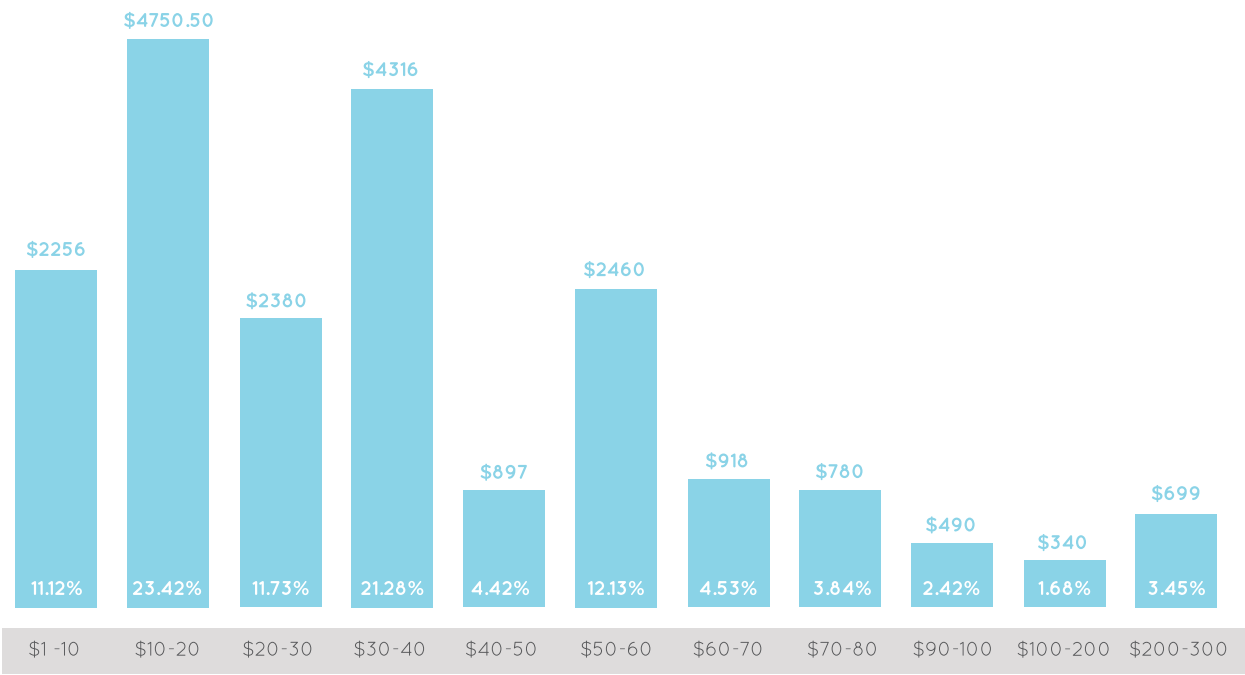
# Conclusion

Running this year's shop was an excellent experience on our end and we hope you feel the same. It's not too early to start thinking about participating in the upcoming year, which we hope you're interested in doing! Your experience from this year gives you the advantage of knowing what to expect in the future, which will help you plan for important deadlines like product proposals and submissions. It's a good idea to start coming up with ideas as soon as possible, because some of the best products are created during the summer months when the pressure from school projects isn't getting in the way. We are excited to embark on another year and look forward to seeing all of the new things you will bring to next year's shop!

# Additional Data



## Category Sales



## Price Point Breakdown