



YES Task 3 - Promotion and Sales

Promotion

Method 1 - School Library Display/Poster

During week 4 of this term, we were given the opportunity to set up a display stand in our school library accompanied by a poster advertising our website. At the time, we weren't ready to start selling, so we focused on getting feedback from students and teachers. We did this by providing survey forms that people could fill out, and we also offered a digital version for people who preferred to do it online. This led to some very helpful market research, since people were telling us how much they would pay for our product, and what types of designs we should make.

Questions we asked:

- What size pack would you buy if you were planning on buying coasters?
- Would you be interested in purchasing some of our products?
- How much would you be willing to pay for a coaster with a pre-made design?
- How much would you be willing to pay for a keychain with a pre-made design?
- What patterns / designs would you like to see on the coasters & keychains?

Our display stand consisted of our coaster & keychain prototypes. We also produced a custom laser cut logo to make the display more attractive. This was important because even though we mainly focused on feedback, we were hoping to garner some interest around our business as well, potentially attracting future customers and spreading via word-of-mouth.

Overall, this method provided useful feedback, but didn't result in any sales.



vertexic.

Visit Our Website

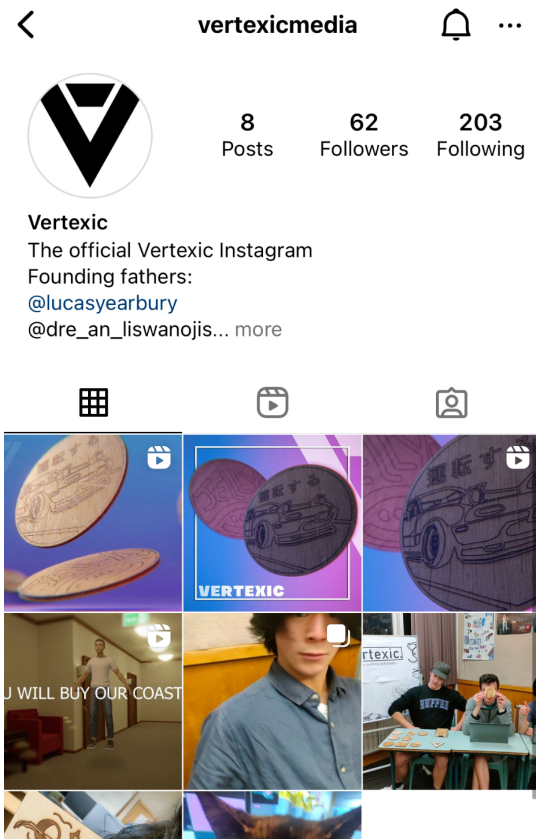
vertexic.store



Method 2 - Instagram

We chose Instagram as another method of promotion due to its popularity among people in New Zealand. According to napoleoncat.com, there were over 2 million NZ Instagram users in February 2022 - nearly half of the country's population. This provides a great platform for advertising products & services, as seen by the countless businesses who market their products this way. We also know that Instagram is very popular within our school, allowing us to directly advertise to students. While this is not our main demographic, it does give us a 'head start' by gaining some early followers and sales.

Overall, this method was quite effective. We gained over 60 followers and completed a sale for 6 coasters.



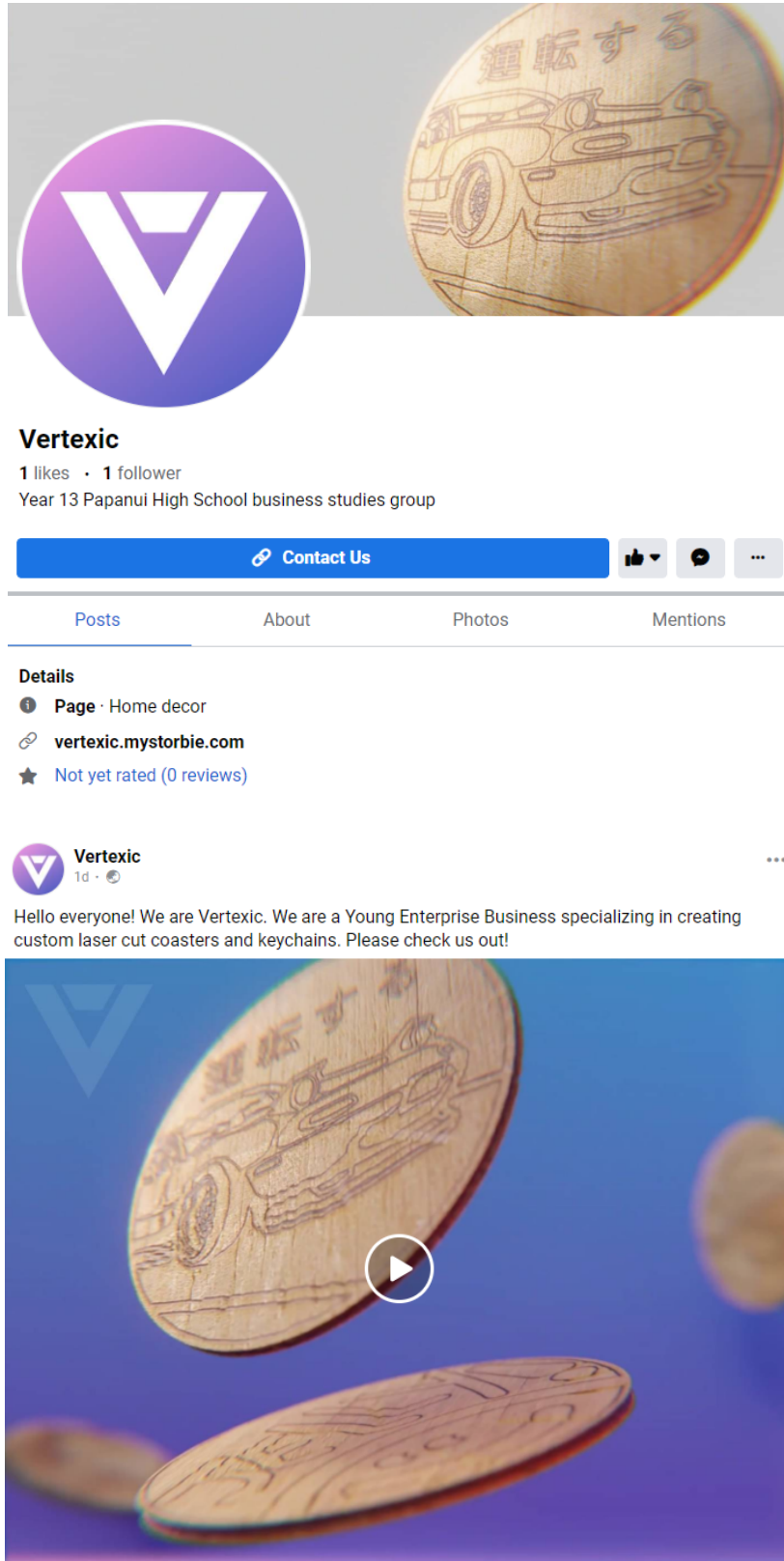
Liked by [_charlottegrimwood](#) and others
vertexicmedia Have any ideas?!?! Because we don't. Send us your ideas for future designs 👁️👁️.



Method 3 - Facebook

We decided to create a Facebook account in order to expand our reach to a wider audience. More specifically, we wanted to connect more with adults looking for home decor or personalised gifts. We think that Facebook is a great option for this, as close to 50% of its users are between the ages of 25 and 44. In comparison, Instagram's user base primarily consists of people in their 20s and early 30s.

Overall, this method has not proven to be successful so far. This is most likely because we only created the account recently and haven't made many posts.



The image shows a screenshot of a Facebook profile for a business named 'Vertexc'. The profile picture is a circular logo with a purple-to-blue gradient and a white stylized 'V'. The cover photo is a close-up of a wooden coaster with a laser-cut design of a car and the Japanese text '運転する' (운전する). Below the profile picture, the name 'Vertexc' is displayed, along with '1 likes · 1 follower' and 'Year 13 Papanui High School business studies group'. A blue 'Contact Us' button is visible, along with icons for likes, messages, and a menu. The navigation tabs include 'Posts', 'About', 'Photos', and 'Mentions'. The 'Details' section shows 'Page · Home decor', the website 'vertexc.mystorbie.com', and 'Not yet rated (0 reviews)'. A post from 1 day ago is visible, featuring the same profile picture and a video thumbnail showing several wooden coasters with laser-cut designs against a blue background. The video thumbnail has a play button icon in the center.

Vertexc
1 likes · 1 follower
Year 13 Papanui High School business studies group


Contact Us

Posts About Photos Mentions

Details
Page · Home decor
vertexc.mystorbie.com
Not yet rated (0 reviews)

Vertexc
1d · 🌐

Hello everyone! We are Vertexc. We are a Young Enterprise Business specializing in creating custom laser cut coasters and keychains. Please check us out!



Sales

Hack Circle YES Market (23 products sold)

This was a great first selling opportunity. We found that people are actually willing to purchase our product. The idea of being able to print your own images on the coasters proved to be quite popular with the people we talked to. There was also a lot of valuable market research conducted. We found that lots of people wanted to have coasters with specific themes, such as birds, maori & kiwiana patterns, current events (e.g FIFA Women's World Cup, Father's Day), or even their own pets.



Sales 1st Market				
Time	# of products	Money made (\$)	Unit cost	Comments
11:03	2	8	1.08	
11:30	2	8	1.08	
11:55	4	15	2.16	
11:56	4	17	2.16	With Stand
12:30	2	8	1.08	
12:45	4	15	2.16	
12:51	1	4	0.54	
01:05	1	4	0.54	
01:30	2	8	1.08	
01:36	1	4	0.54	
Total	23	91	12.42	

Evidence of Bank Transfers

14 Aug 2023	Direct Credit	The Booth Trust Coasters	\$17.00
14 Aug 2023	Direct Credit	Miss C M Fransch Vertexic 4 Coasters	\$15.00
07 Aug 2023	Transfer	From: 06-0851-0171350-01 Credit Transfer 153153	\$15.00

Riccarton Market (22 products sold)

We learnt that the market for laser cut products is a very competitive one. Near our stall, there were two other stalls that were selling very similar products to ours at a very similar price range, that we ended up having to reduce the price of our coasters by a dollar. Plenty of the sales we made were just family and friends coming out to support us.

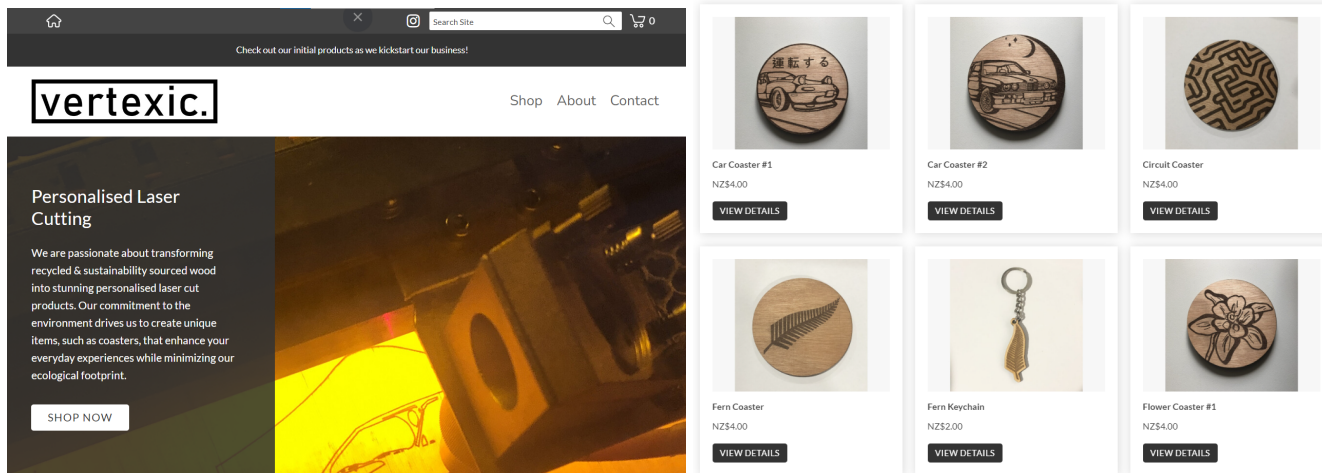
We've also learnt that those who go to markets are more cautious about what they spend their money on, and that our earlier sales at the YES market were most likely made because the market was promoted as a place where students sell their products; and therefore those purchasing at the market are not really there for the products themselves, but rather there in order to support students in their studies. Whereas people going to the riccarton market are there for the sole purpose of purchasing something they want/need.



Sales 2nd Marker				
Time	# of products	Money Made (\$)	Unit Cost	Comments
10:57	4	14.25	2.16	
10:57	4	16.15	2.16	With Stand
12:04	7	25	3.78	
12:26	4	14	2.16	
12:43	3	10	1.62	
Total	22	79.4	11.88	

Online (8 products sold)

Thanks to YES, we were able to create an online store using Storbie. Our first sale was to someone within our school, and our second sale was a custom order from someone we met at our first market. We found that doing custom designs took a bit more time and labour than we expected. Since the provided images varied quite a bit in contrast, it took a few test cuts in order to make them appear perfectly which resulted in a bit of waste being produced. Due to the extra labour necessary, we decided to raise the price of custom designs.



Evidence of Bank Transfers

30 Aug 2023	Direct Credit	Paypal Pte Ltd 102907416357 Nzd Transfer 3	\$16.90
14 Aug 2023	Payment	Henderson, A	\$24.00