



TOUR HIGHLIGHTS

This field trip, specially designed for high school students (grades 9–12), explores the essentials required to run a successful business and asks students to imagine what might change for a business in the year 2020. They will have an opportunity to enter a contest to run an *Orscheln Farm & Home Store* for a day and much more!

TOUR STOPS

MESSAGES

1. CAREFUL PLANNING

- Determining the best location
- The cost of location
- The best location in the year 2020

2. TARGET CUSTOMERS

- Target customers
- Customer profile
- What do they need?
- What might they need in the year 2020

3. MERCHANDISING

- What products to offer
- Value, price and inventory
- New items in 2020

4. MARKETING

- In-store communication and signage
- Promotion for different product categories
- Sales and discounts
- Promotions in the year 2020

5. HUMAN RESOURCES

- Job responsibilities in the year 2020
- Hiring and promoting employees
- Considering future career options

6. POST-TRIP CONTEST

Student Teams are encouraged to develop their field trip notes into a Business Proposal for running an *Orscheln Farm & Home Store* in the year 2020.

Winners will be notified by May 31st!



Answers & Low Prices Down Every Aisle SM