

What to Order for Show-N-Sell

Show-N-Sell and **Show-N-Deliver** are profitable ways to earn money through popcorn sales. The product is right there for the customer to see, they get to take it home right then, and for Show-N-Deliver, the Scout does not have to return to the homes. (He should keep the address for next year's Customer Database!)

Show-N-Sell takes a little planning, especially when it comes to how much to order. Here are some points to consider in your planning.

1. Unit's Budget

Every unit should have plan their **Ideal Year of Scouting** and have a good estimate on how much it's going to cost. In fact, it's item #1 on the Journey to Excellence. (Use the [Ideal Year of Scouting Annual Budget Spreadsheet](#) on the Thumb Drive).

Divide that dollar amount by 30%, 35% or 38% (depending on the commission you'll earn) and that's how much popcorn you'll need to sell to cover your costs. This is your **UNIT'S GOAL**.

Then divide that number by the number of Scouts and this will be your **SCOUTS' GOAL**. If everyone makes goal, your unit is funded. The above spreadsheet calculates this for you.

Review how much you sold last year. The thumb drive under UNIT PLANNING includes a 3-Year record of your unit's past sales. Remember, if you sell 10% more than last year and follow the other required items, your unit receives an additional 8% back over the 30% you'd normally earn.

2. How long are you going to sell?

How many hours are you going to sell? A good estimate is about \$125/hour if at a high-traffic location like Walmart or Kroger. Having 8 hours worth of selling on a Saturday and Sunday and you should hope to sell about \$800. The more locations and dates you have, the more product you should get.

3. What sold last year?

Keep records and review your year-to-year sales. What products did well and what products didn't? How did the mid-range products sell compared to the lower cost items?

You'll probably find that the lowest retail item sold the best since most people buy those options. But microwave popcorn with its 18 bags to a box also sells well since it's a better value overall.

Your area may have people who love cheese popcorn and others who like Jalapeño. If you had a few higher

priced items sell, try those again this year. But don't stock up on poor selling items.

4. Will you have Show-N-Deliver?

If you did this last year, check your records and see how well it sold. You'll need more product to cover the additional sales.

5. Product mix

It's suggested that you DON'T buy every flavor to offer at Show-N-Sells. Having a few of each kind and price-point will help you keep track of what you have as well as not befuddling the customer.

The top 5 products for Council in 2014 year were (in order of qty. sold):

1. **Caramel Corn** (\$10 ... 29% of sale)
2. **Caramel Corn with Nuts** (\$20 ... 10% of sale)
3. **18 Pack Butter Light** (\$20 ... 10% of sale)
4. **18 Pack Microwave Unbelievable Butter** (\$20 ... 10% of sale)
5. **Dark and White Chocolate Drizzle** (\$20 9% of sale) ... but keep it out of the heat!

These 5 products accounted for 66% of the Council's product sold and about 53% of the profit. But if your sales show other flavors that sold well, don't hesitate to get a few boxes again ... especially if you're doing Show-N-Deliver.

Typically, higher priced items don't do as well at store fronts. Your target range is typically between \$10 and \$20.

6. You can order by the bag or tin for Take Order AND Council typically has extra.

You'll be able to order just the quantity of tins or bags instead of the whole box for your Take Order order. So if you just need 7 Caramel Corn bags, you'll just have to order 7 instead of the entire box of 12.

Also, Council usually has extra. So if you were stuck with too much last year, order a little less. Then if you need more, contact Emily to pick up extra cases.

7. Use the spreadsheet [Show-N-Sell Ordering Worksheet](#)

There's a spreadsheet on the Thumb Drive that will gauge how much and of what type to order. Use good judgment and past sales data when using it.

Hopefully this will give you some good tips on planning how much to order. If you have further suggestions or questions about any of these, drop the Council Kernel a line and let him know.