

LEARNING EXPERIENCE BRIEF

JA Company Program® Pop-Up

■ Entrepreneurship

JA Company Program–Pop-Up teaches teens and young adults the practical skills required to plan, launch, and operate their own business venture within a structured, experiential experience. All profits generated benefit the school or designated community organization.

Throughout the start-up process, participants collaborate, make crucial business decisions, practice communication skills, and develop entrepreneurial knowledge and skills within a streamlined, teacher-led experience.

With the guidance of an instructor and financial oversight of the school or community organization, the participants company sells a predetermined product or supports an existing school or community event. Participants focus primarily on marketing and sales roles, while learning the basics of launching and operating a pop-up business.

This experience is part of the JA Entrepreneurship Pathway and is designed for Grades 6–12 and post-high school. The experience may receive 7 or more ICH based on the content delivery and duration of the sales period.

CURRICULUM OUTLINE

Meeting One: Pop-Up Warm-Up

Participants get acquainted with the pop-up experience and set preliminary business and personal goals as budding entrepreneurs.



LEARNING EXPERIENCE HIGHLIGHTS

- Appropriate for middle school, high school, and post-high school
- New model to offer the full entrepreneurship experience, with additional adult guidance to simplify and streamline the JA Company Program experience
- Blended model with teacher- and volunteer-led opportunities to support flexible implementation options
- Can be implemented in classroom, after school, or virtual settings
- Opportunity for participants to support a fundraiser through a project

JA Company Program Pop-Up

Meeting Two: Doing the Research

Participants examine the elements of a profitable business and delve into the customer-focused business planning to contemplate product, pricing, and promotional strategies.

Meeting Three: Defining the Pop-Up Structure

Participants identify the different roles and responsibilities necessary to plan, prepare, and launch a pop-up shop.

Meeting Four: The P's of Pop-Up

Participants analyze the Four P's of Marketing (product, price, place, and promotion) and make decisions about the product and place elements of their marketing strategy.

Meeting Five: Creating the Buzz

Participants develop promotional strategies and establish pricing decisions for a successful pop-up experience.

Meeting Six: Open for Business

Participants complete the essential logistics needed to launch the business and review important aspects of operating a business, including successful sales strategies in interpersonal contact and customer service excellence.

Sales Period

Participants operate their business. The duration may vary depending on available time and needs of the company.

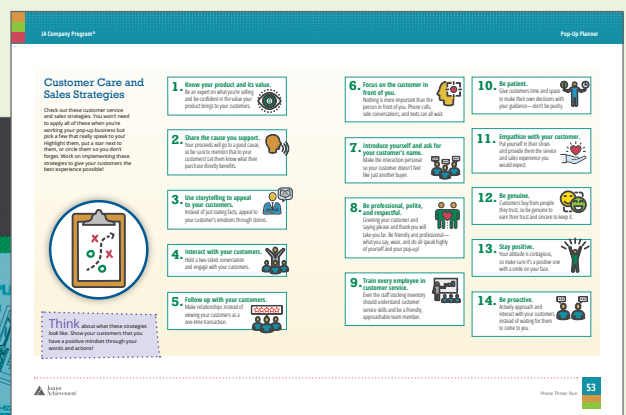
Meeting Seven: Pop-Up Wrap-Up

Participants execute the business's closeout tasks and analyze the final metrics to gauge the achievement of both company and personal goals.



It's All about the Customer

Student Pop-Up Planner



Customer Care and Sales Strategies

Check out these customer service and sales strategies. You might need to apply all of these when you're working your pop-up business but pick a few that really speak to your strengths, ideas, and your needs. Then, be creative with your pop-up design. Focus on implementing those strategies so your pop-up customers have the best experience possible.



Think about what these strategies look like. Draw your customers that you have a problem related through your words and actions.

- 1. Review your product and its value.** Be an expert on what you're selling and be confident in the value your product brings your customer.
- 2. Share the case you support.** Use a personal story to give context. Be open to mention that in your customer could be here with their purchase directly benefits.
- 3. Be storytelling to appeal to your customers.** Instead of just listing facts, weave your customer's emotion through stories.
- 4. Interact with your customers.** Meet and greet your customers and engage with your customers.
- 5. Follow up with your customers.** Find a way to contact customers and follow up with your customers.
- 6. Focus on the customer in front of you.** Instead of being distracted by other people in line of you, focus on the customer in front of you. Make sure all the conversations and that you can do well.
- 7. Introduce yourself and ask for your customer's name.** Make the introduction personal to your customer doesn't feel like just another buyer.
- 8. Be professional, polite, and respectful.** Greeting your customer and saying how you will help will take you far. Be friendly and professional and that you will do that with the highest of yourself and your pop-up.
- 9. Train every employee in customer service.** Even the staff doing inventory should understand customer service skills and the culture, organization and mission.
- 10. Be patient.** Get customer time and space to make their own decision and your guidance—don't be pushy.
- 11. Engage with your customer.** The personal is their best.
- 12. Be positive.** Customers buy from people they like, and generally want their pop-up and service to be a good experience.
- 13. Stay positive.** Stay positive in everything, so make sure it's a positive one with words and your face.
- 14. Be proactive.** Anticipate needs and interact with your customer instead of waiting for them to come to you.