



2015 Trail's End Popcorn Campaign Plan

Objective: Engineer the sale for success at every level instead of managing “risk.”

Key Points:

1. Inventory Control - Council will use past demand to forecast product ordering for Show-and-Sell so that units will be assured of proper product assortment.
2. Ample Time – Units will be able to receive their first product by August 29th allowing an 8-week sale period.
3. Improved Fish Club Incentives – Instant recognition events will heighten engagement from Scouts early in the sale.
4. Marketing – Support to units will enhance sale and tie into coordinated Rocket Into Scouting Campaign.

In a kernel...

Past sales have placed the burden of forecasting demand on unit leaders at a hectic time of the year. Often, armed with incomplete information or starting from scratch, these leaders have made best guess orders with the confidence that whatever they don't sell can simply be returned. They don't remember returning 2 out of every 3 cases of microwave product they checked out the past year or that they couldn't keep white cheddar on the shelf. The council, with a 10-year track record and a 10,000-foot overview is better prepared to forecast the actual demand of the end consumers and prime units for success from the beginning.

Units will continue to place orders but will have the benefit of replenishing popular items throughout the sale instead of being forced to sell less popular items. Increasing the sale window will allow units to plan out their sale to meet each unit's fundraising goals instead of being forced to commit virtually every weekend in a 4-week period to selling. This should better allow units to plan around conflicts. Our sale will also align with the start of Hawk Mountain and Chester County Councils which have historically undercut our sale by several weekends and encroached on our territory.





Cradle of Liberty Sales Averaged by Year

Product	2010 Unit Containers Sold	2011 Unit Containers Sold	2012 Unit Containers Sold	2013 Unit Containers Sold	2014 Unit Containers Sold	Historic Product Share of Sale
Prem. Choc Lover's - Tin			167	192		0.1%
Choc Lover's Collection - Box	1,408		410	422	553	0.7%
Sweet & Savory Collection	1,277	1,327	813	550		1.0%
Cheese Lover's Collection	1,621	1,626	1,058	828	1,039	1.7%
White Choc Pretzels - Bag		3,048	1,116	1,376		1.5%
18 Pack Unbelievable Butter	10,236	9,420	7,242	7,182	6,042	10.7%
18 Pack Butter Light	9,984	8,412	7,314	6,426	4,812	9.8%
Caramel Corn w/ AP Bag	10,374	8,744	7,471	7,298	6,036	10.7%
Drizzle/Chocolatey Triple Delight		8,682	8,500	6,775	5,136	8.2%
Bacon Ranch Bag				2,320		0.6%
Buffalo Cheddar Bag				3,072	2,550	1.6%
Sour Cream & Onion Bag				1,732		0.5%
Kettle Corn/Butter Toffee Light	4,568			3,896	3,948	3.3%
Caramel Corn Bag	33,708	28,314	24,515	25,548	21,768	35.9%
Popping Corn	5,820	6,240	6,864	6,540	4,680	8.2%
Choc Caramel Crunch Bag	10,036				2,340	3.0%
White Cheddar Cheese			3,357		4,422	2.4%
Double Caramel Crunch			344			0.1%

By focusing on the main lineup that was featured in 2014 you can see, despite a shift away from the microwave products, customer demand remains predictable over time.

2013-2014 Year to Year Demand Comparison

Product	2013 Unit Containers Sold	Percent of Demand	2014 Unit Containers Sold	Percent of Demand	Historic Product Share of Sale
Prem. Choc Lover's - Tin	192	0.3%			0.1%
Choc Lover's Collection - Box	422	0.6%	553	0.9%	0.7%
Sweet & Savory Collection	550	0.7%			1.0%
Cheese Lover's Collection	828	1.1%	1,039	1.6%	1.7%
White Choc Pretzels - Bag	1,376	1.9%			1.5%
18 Pack Unbelievable Butter	7,182	9.7%	6,042	9.5%	10.7%
18 Pack Butter Light	6,426	8.7%	4,812	7.6%	9.8%
Caramel Corn w/ AP Bag	7,298	9.8%	6,036	9.5%	10.7%
Drizzle/Chocolatey Triple Delight	6,775	9.1%	5,136	8.1%	8.2%
Bacon Ranch Bag	2,320	3.1%			0.6%
Buffalo Cheddar Bag	3,072	4.1%	2,550	4.0%	1.6%
Sour Cream & Onion Bag	1,732	2.3%			0.5%
Kettle Corn/Butter Toffee Light	3,896	5.3%	3,948	6.2%	3.3%
Caramel Corn Bag	25,548	34.5%	21,768	34.4%	35.9%
Popping Corn	6,540	8.8%	4,680	7.4%	8.2%
Choc Caramel Crunch Bag			2,340	3.7%	3.0%
White Cheddar Cheese			4,422	7.0%	2.4%





2015 Forecasting and Replenishment Model

Beginning in the fall of 2015, the Cradle of Liberty Council will be moving from a model that formulates a council order from a compilation of unit orders to a model that fills balanced unit orders based on forecasted demand.

Here is how that process will play out compared to past sales:

<i>Month</i>	2015 Replenishment Model	Past Sales
<i>April/May</i>	Council staff shares 2014 results & 2015 projected order in personal consultations	Council Staff begins securing unit sale commitments
<i>May/June</i>	Popcorn Launch event outlines sale dynamics. Unit product orders are finalized	Council Staff continues securing commitments
June 20	Fish Fest Blitz-week challenge issued Scouts Activate Online Accounts	Fish Fest
July/August	Districts assist with securing unit Show-N-Sell sites	
August 12	Council Places Show-N-Sell Order	Council Staff continues securing commitments
August 19	Council Show-N-Sell order arrives at warehouse	Council Staff promotes district kickoffs
August 21	Unit Show-N-Sell Orders Close	
August 29	\$10K Show-N-Sell order deliveries completed; Show-N-Sell Pickup at Reads	District Kickoffs \$10K Orders Due
September 14	Blast Off Fill-a-forms due; Replenishment Orders Due	Show-N-Sell Deliveries Start/Unit Kickoffs Held
September 19	Blast off night at Skyzone	Show-N-Sell Pickup
September 26	Replenishment Day (District Sites); Inventory to Valley Forge to support replenishments	Council Staff and District Kernels begin weekly check-ins





<i>Month</i>	2015 Replenishment Model	Past Sales
October 4-5	Wawa Weekend	Wawa Weekend
October 24	Take Orders Due; Return Day	Take Orders Due; Return Day
November 7	Take Order Pickup; Prizes Due; Unit Payment Bonus Commission Earned	Take Order Pickup; Prizes Due
December 1	Boy Scouts Swim with Sharks at Adventure Aquarium; Top Seller Rewards	Unit Payments Due

Instead of asking our unit leaders to focus on the “hard” parts of the sale (order forecasting, arranging inventory transfers with other leaders, etc.) Council Staff and District Kernels will be focused on what grows the unit sale. Scheduling impactful kickoffs, scheduling an appropriate amount of Show-N-Sell locations and motivating top-sellers to sell door-to-door early in the sale.

Because chocolate won’t arrive until the replenishment, units will focused on the high-volume movers at Show-N-Sells. This will mean fewer cases of product being schlepped from site to site and stored in reserve.

2015 Show-N-Sell Item Forecast by Sale Goal (in items)

Unit Sale Goal	18 Pack Unbelievable Butter	18 Pack Butter Light	Caramel Corn w/ AP Bag	Kettle Corn	Caramel Corn Bag	White Cheddar Cheese
\$1,000	5	5	5	4	28	8
\$2,000	10	9	11	8	56	16
\$3,000	14	14	16	12	84	24
\$4,000	19	18	21	17	112	32
\$5,000	24	23	26	21	140	40
\$6,000	29	27	32	25	168	48
\$7,000	33	32	37	29	196	56
\$8,000	38	36	42	33	224	64
\$9,000	43	41	48	37	252	72
\$10,000	48	45	53	42	280	80
\$15,000	72	68	79	62	420	120
\$20,000	95	90	106	83	560	160
\$25,000	119	113	132	104	700	200
\$35,000	167	158	185	145	980	280

