

Update The Hole In The Wall FUNDRAISING EFFORTS

BACKGROUND

Our school store has a long and interesting history. From it's beginning as a literal hole in the wall, where pencils were sold by student council, to today's wide assortment of offerings for students, the Hole In The Wall has had many looks. However, the last time any update or renovation occurred was nearly 20 years ago. The time has come to change it's look and update the interior and layout.

Recently, DECA and FBLA began this process. They presented a new and improved vision for The Hole In The Wall to Principal Ashlynn Campbell during a 30 minute presentation. This "generational refresh" could shape our school store for decades to come. However, some of these much needed changes will not be possible without some level of funding from outside sources. We are seeking donations from former students, parents and the Hoya community at large to assist us with this project. Our goal is \$5000. Please help us get to this goal with a small donation.

CURRENT LOOK OF THE HOLE IN THE WALL



VISUALIZATION OF NEW LAYOUT



Why do we want to do this?

The Hole In The Wall is used by both the Marketing and Business classes to teach real world aspects of both areas. In fact, the advanced levels of both the Marketing and Business pathways are heavily involved in day to day operational and educational opportunities within the business. This gives them actual exposure to some of the same issues their parents, and the rest of the working world, deal with. In order to convey and teach current Business and Marketing trends, the facilities need to be more modernized. Therefore, this update would need to be both aesthetic and technological.

Not only is a cosmetic and technology update needed, our sales numbers justify it. The Hole In The Wall does an astounding \$72.41 in sales ***per square foot!*** For comparison, the average Home Depot store does sales of \$371 per square feet. However, they have 350 times the square footage. The suggested expansion to 430 square feet, at the current per square foot sales rate, could mean a realistic increase in sales of between 25 – 35 percent.

This increase in sales would greatly benefit all 5 of the stakeholders in The Hole In The Wall. Going forward, these stakeholders would each receive 20 percent of all net profits.

Those 5 stakeholders are:

- ❖ DECA
- ❖ FBLA
- ❖ Hole in the Wall
- ❖ Harrison High School
- ❖ DECA/FBLA Scholarship Fund

We are very excited about the future of The Hole In The Wall and how it will impact our students daily. Please join us in bringing this vision to life. No donation is too small, we appreciate any and all assistance you can give.

Any donation to this fund can be mailed to:

Harrison High School

4500 Due West Rd.

Kennesaw, GA 30152

Attn: Hole In The Wall