

JENISON HIGH SCHOOL GREEN BEAN COFFEE SHOP



Students brew coffee and strong sales at Jenison High School

Meet the Green Bean coffee shop at Jenison High School - managed by students and loved by all. Located in the school's Learning Center, the Green Bean is "a great place for students to hang out, drink coffee, snack, study or collaborate on projects," says Brenda Clark, Career and Technical Educational Director for Jenison Public Schools.

Student participation is at the heart of the Green Bean, a name selected in a school wide competition. "Our school colors are green and white and coffee beans are green before they're roasted - so Green Bean," adds Clark. Her entrepreneur students wrote the original business plan for the coffee shop, projecting it to break even in a year.

The coffee shop made it in six months. At the start, sales averaged \$140-a-day but have now risen to \$300-a-day.

Clark credits the school's marketing students with helping to boost sales. Through research, the young marketers discovered that students in a coffee shop tend to order only what they know. This insight prompted a campaign to educate students on what the Green Bean offered, including bagels, muffins and health bars. They also focused on the coffee options from the Franke Evolution 2-Step machine such as lattes, cappuccinos, espresso and mochas.

MAKE IT WONDERFUL

FRANKE

Open on school days from 7:30 am to 10:30 am, Green Bean tables and booths are almost always full. With the Franke Evolution machine doing a brisk business, the coffee shop uses between 18 to 24 gallons of half and two percent milk every week.

Students at Jenison run the coffee shop, doing everything a manager would do from pricing, inventory, product planning and research. The entrepreneur and marketing students involved in Green Bean are all members of DECA, a national organization that recognizes schoolbased enterprises and recently honored Green Bean with Gold Level Certification.



“ This has been such an incredible learning opportunity for our students...With what’s happening here, they really know how to run a coffee shop and are having no problem finding jobs after school in local coffee shops. It’s very exciting.”

BRENDA CLARK, CAREER AND TECHNICAL EDUCATIONAL DIRECTOR FOR JENISON PUBLIC SCHOOLS



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