

HERITAGE CHRISTIAN SCHOOL, INDIANAPOLIS, INDIANA

PROJECT CASE STUDY



CHALLENGE

- Increase revenue
- Improve logistics of fund-raising

GEARBOSS SOLUTION

Mobile Kiosk® self-contained merchandising cart





GEARBOSS® MOBILE KIOSK®

BENEFITS

- Easy-rolling indoor/outdoor mobility on pneumatic wheels
- Opens up to provide nearly 40 square feet of display space
- Organizes merchandise with eight removable bins
- Keeps inventory secure and safe with only one padlock

HIGHLIGHTS

“Before the Mobile Kiosk, we never sold spirit wear items at after-school games or events – only at the school bookstore during school hours,” says Hester.

We purchased it in order to sell these items in an aesthetically positive way,” explains Hester. “And we were also going for the ‘wow’ factor.”

Heritage Christian School started using their Mobile Kiosk during the fall of 2006, at every home football game. On the first night – homecoming – they made more than \$600 selling t-shirts, jackets, hats, seat cushions and other items. “We also received many compliments,” recalls Hester. “Everyone loved it!”

Hester praises the Mobile Kiosk’s functionality and the ability to wheel it almost anywhere. During the winter they plan to use it in the gym lobby for volleyball and basketball games. HCS has a strong tradition in both boys and girls basketball, with games drawing large numbers of fans.

The Mobile Kiosk will be used exclusively by the HCS Athletic Department and Hester expects it will pay for itself in only one year. The booster club president has been manning it so far, but students will be recruited to help once basketball season starts.

“The Mobile Kiosk is a wonderful idea – it’s well-designed and very practical,” concludes Hester.

“Its professional, classy appearance really makes a statement about our spirit wear sales.”

PRODUCT LIST

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- Jeff Hester, Athletic Director

