

Kwik Trip Product!

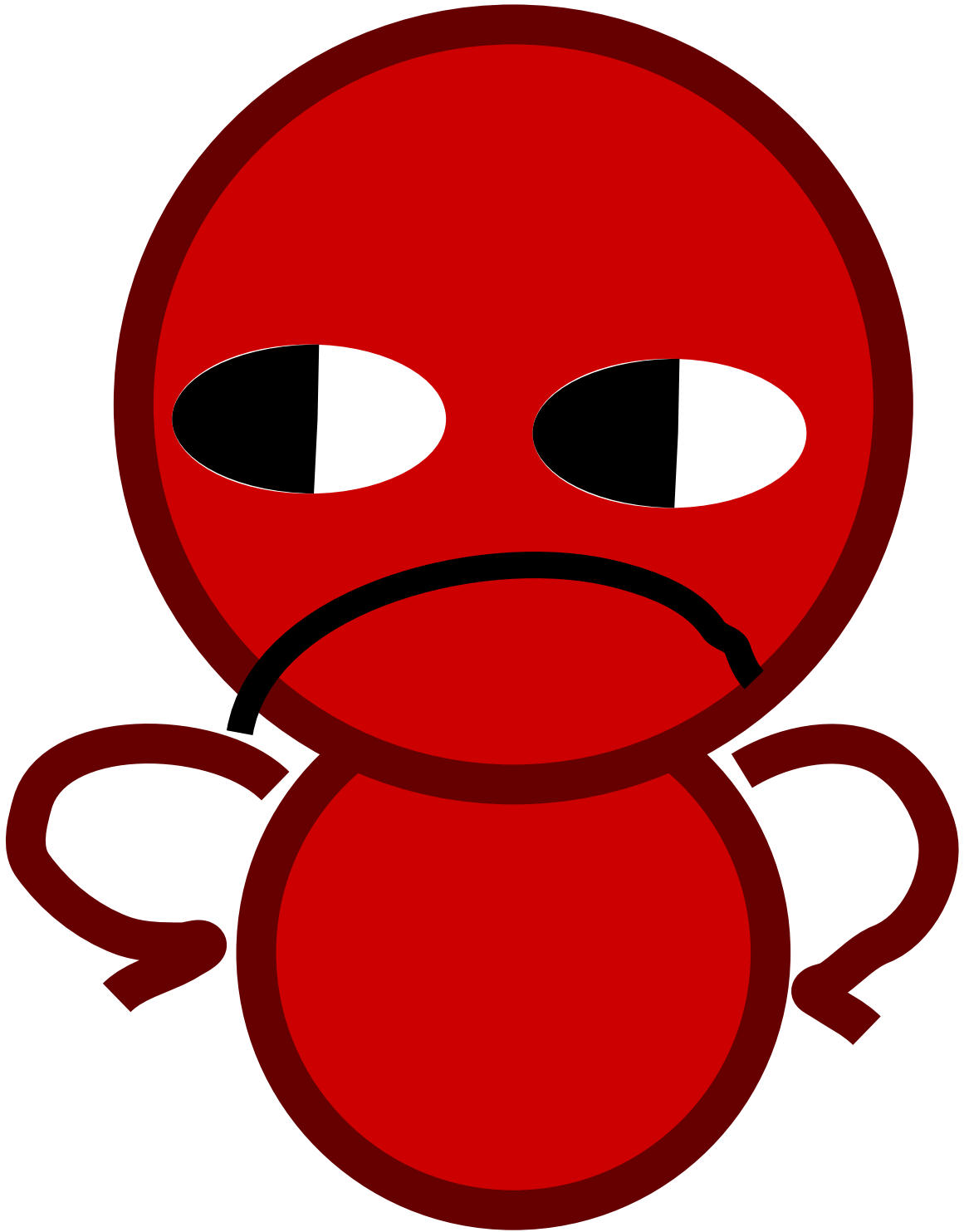
Idea by Owen T Berryhill of Grade 8
Waunakee Middle School.

This is Billingham.

McPickles.

Carl.

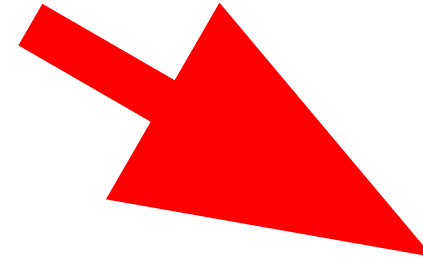
III



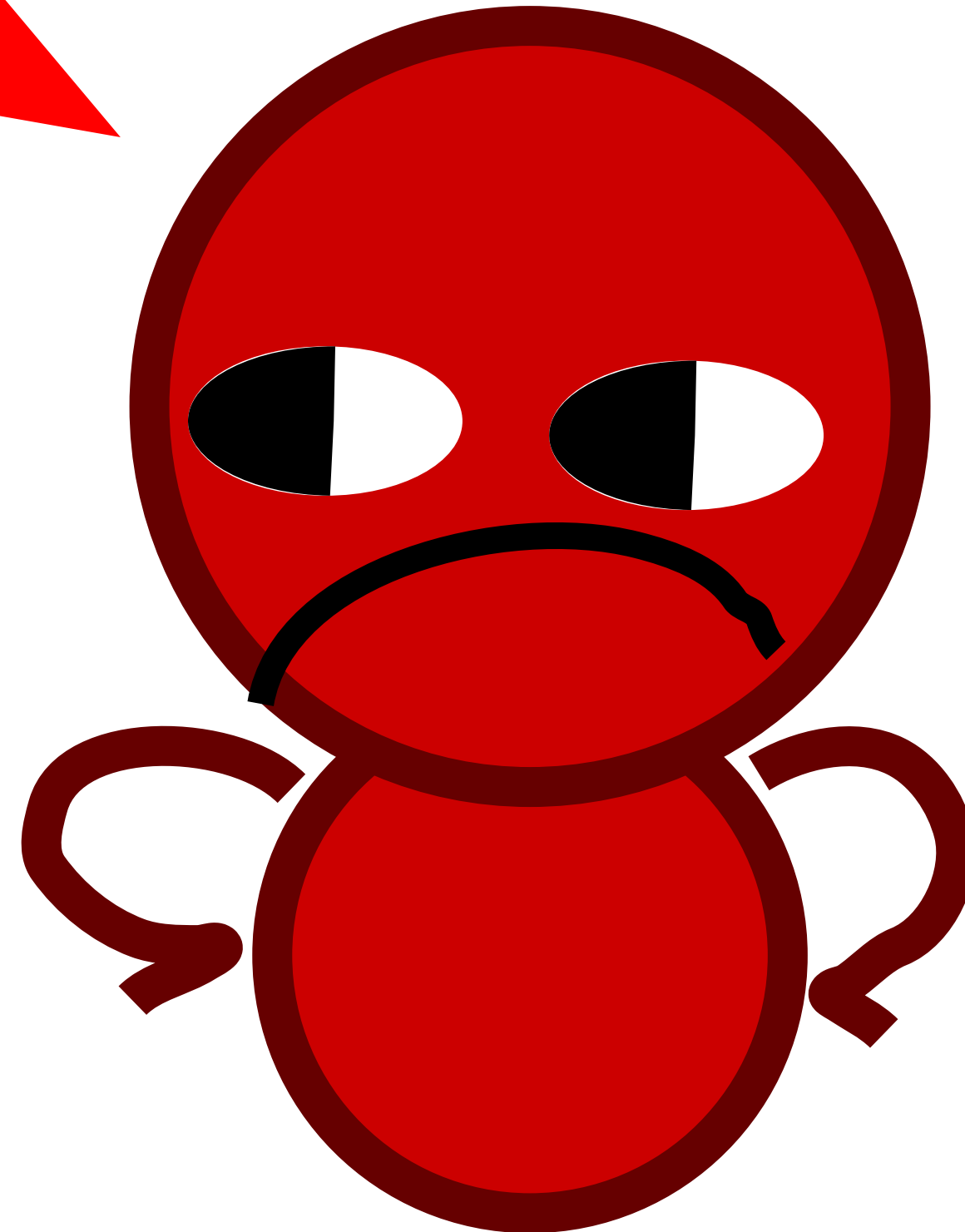
**He was a good
customer of Kwik
Trip. But he had one
problem.**

They didn't sell
batteries.

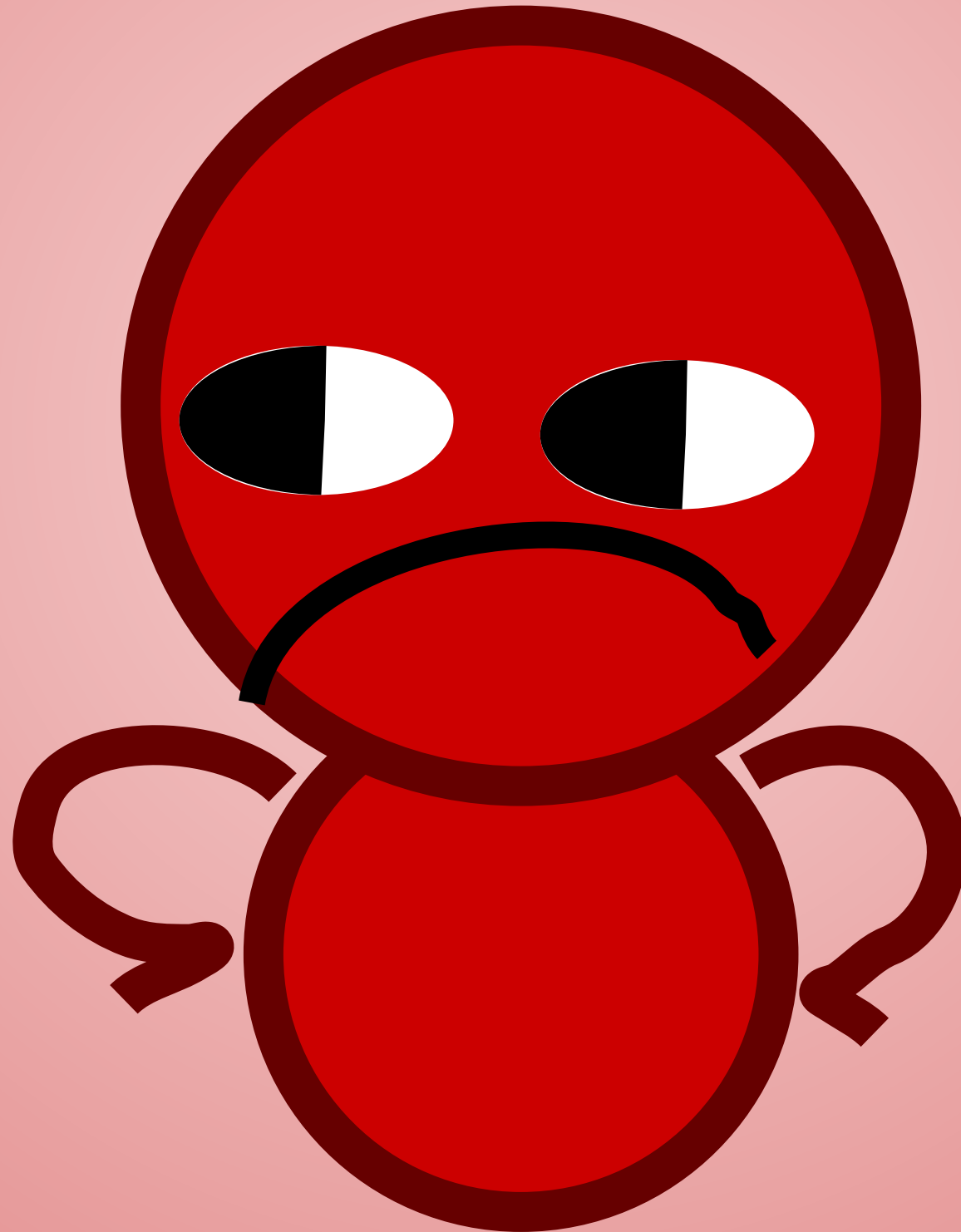
Obviously sad.



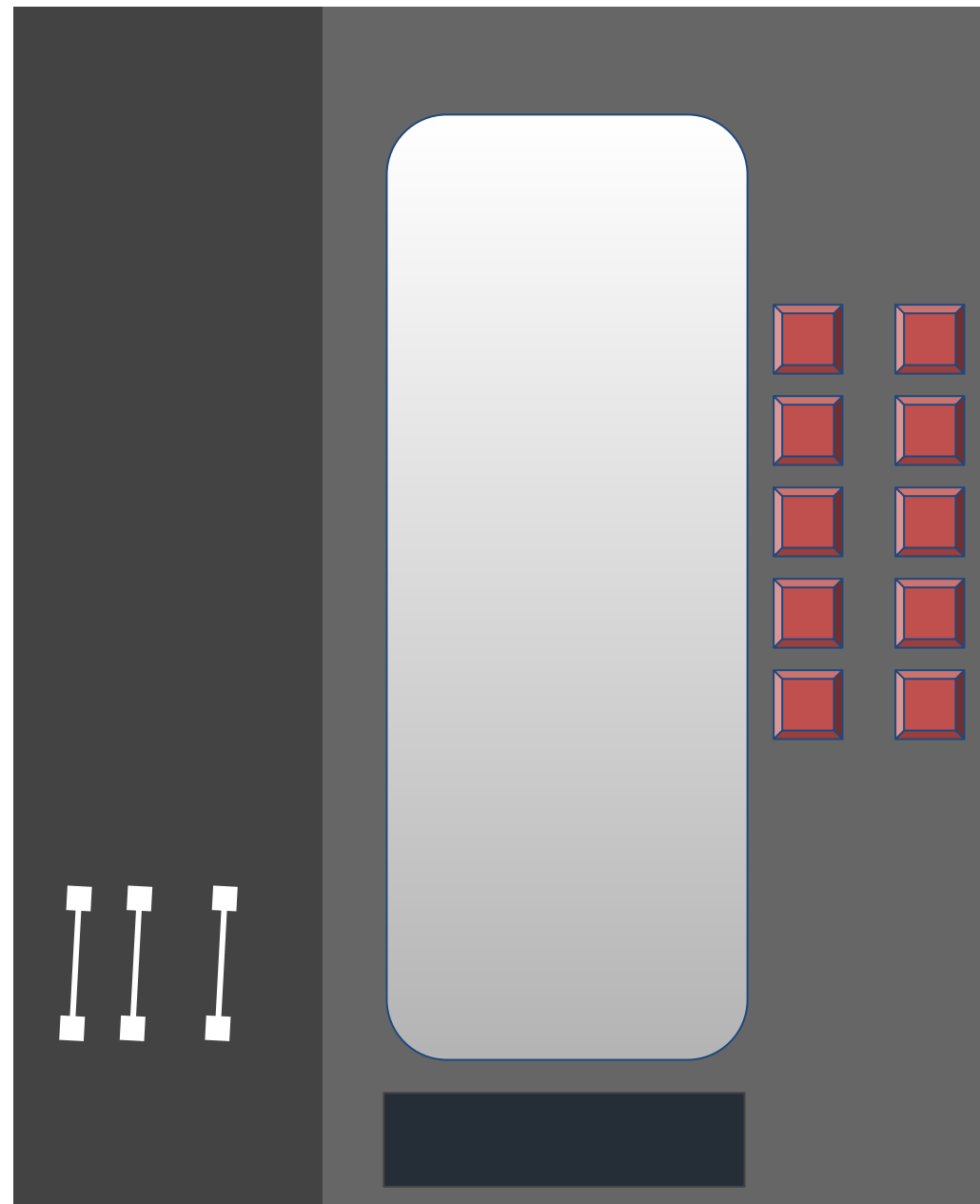
And Billingham
needs his batteries.



But worry not,
Billingham. I have an
idea.

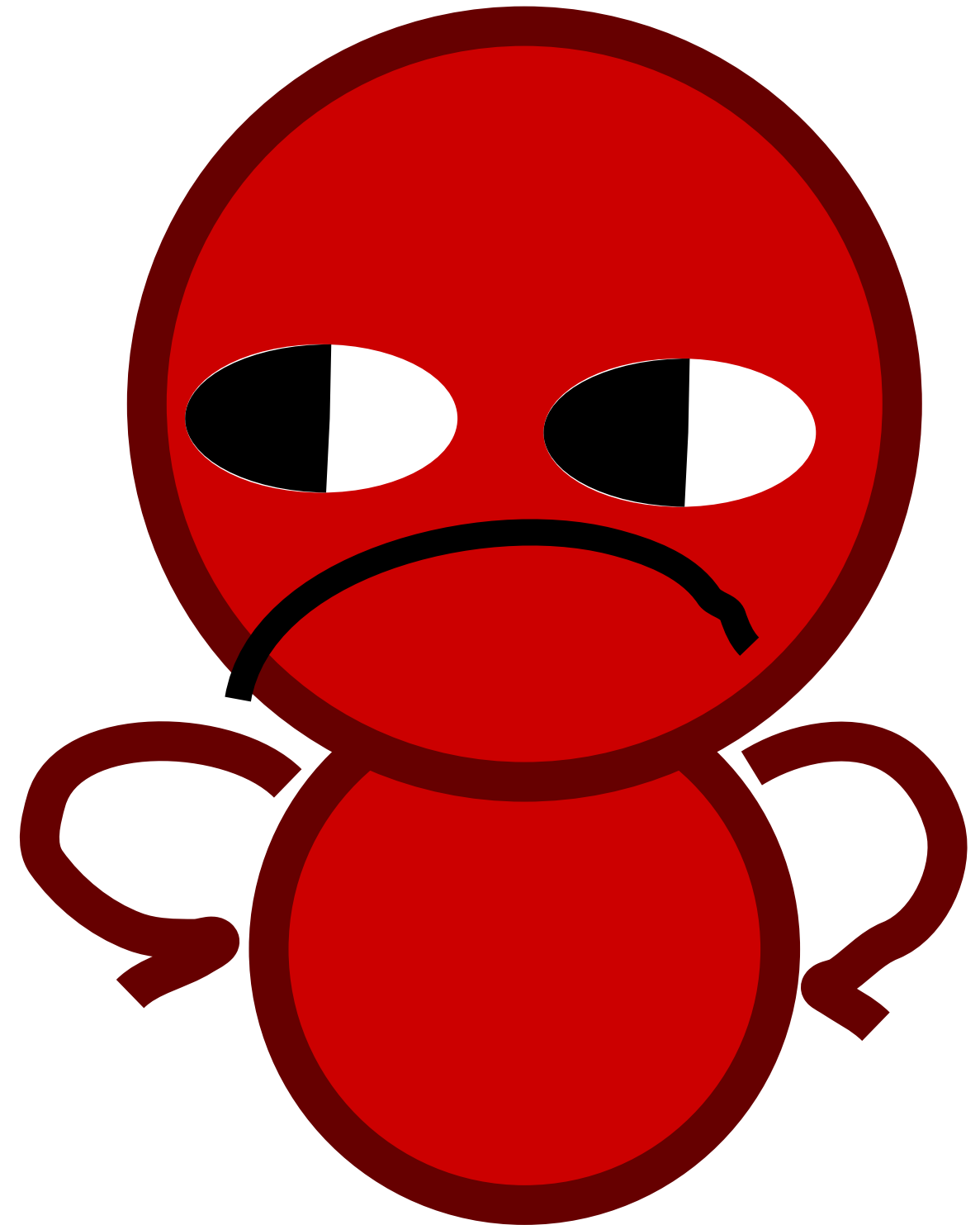


PRESENTING.....



**The Kwik Trip
Battery Vending
Machine!**

**It may sound dumb
but stick with me
here.**

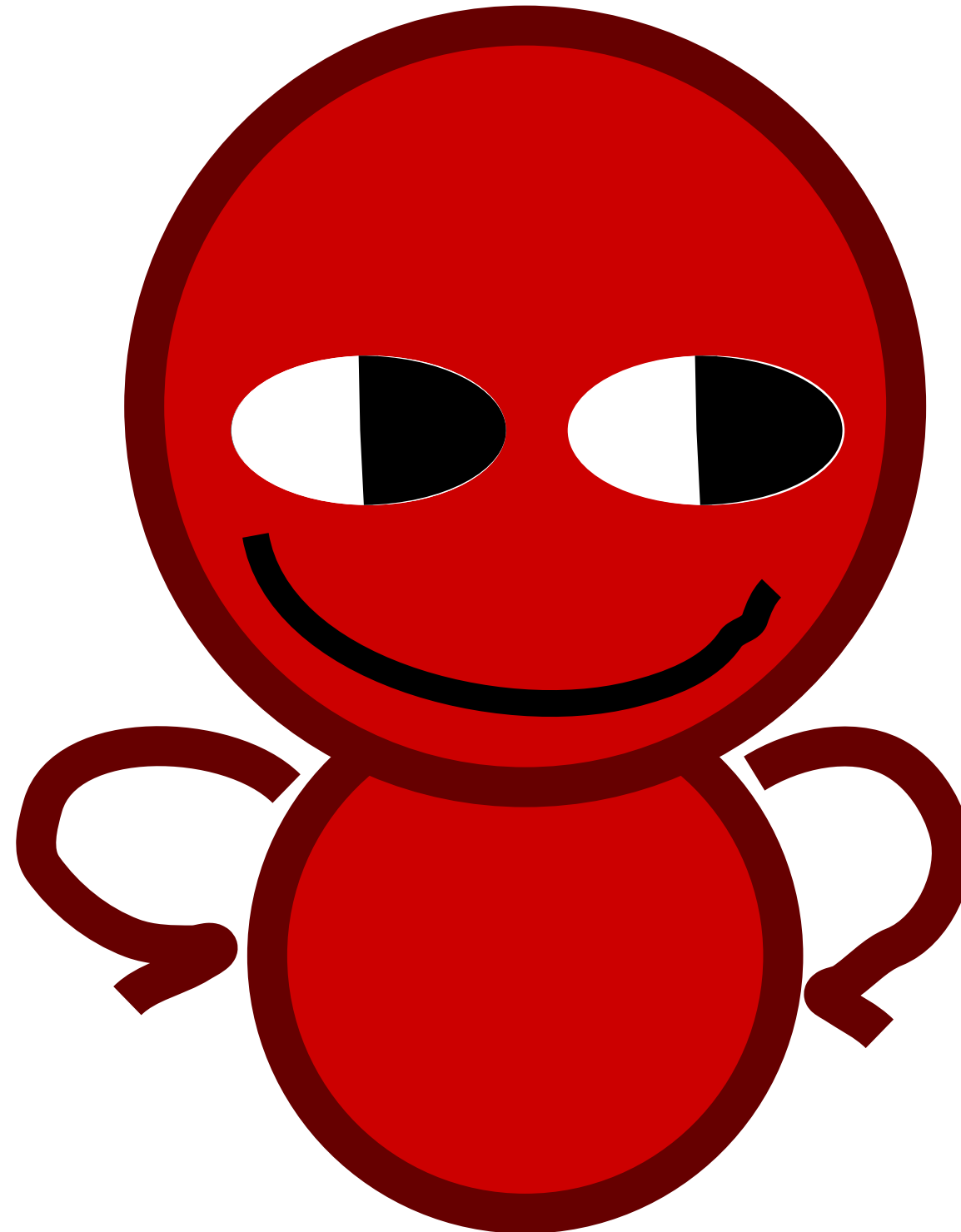


**You may be
wondering...**

**Why would you
need batteries?**

**How would this
benefit Kwik Trip?**

**Why are there white
lines coming out of
it?**



**Why is it a vending
machine?**

**Why are carrots
orange?**

**It will all be
explained. Except for
carrots.**

**Sorry carrot
enthusiasts.**

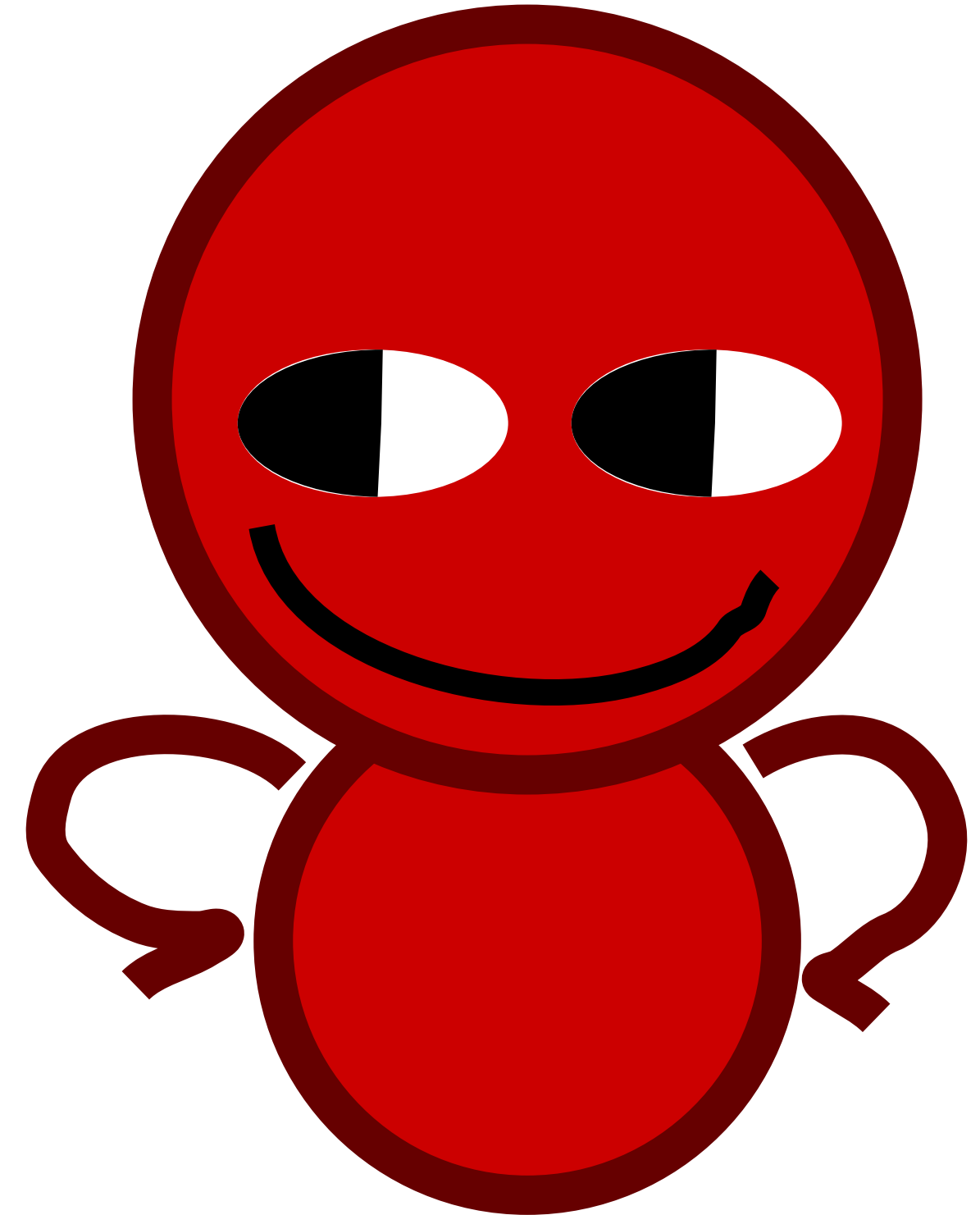
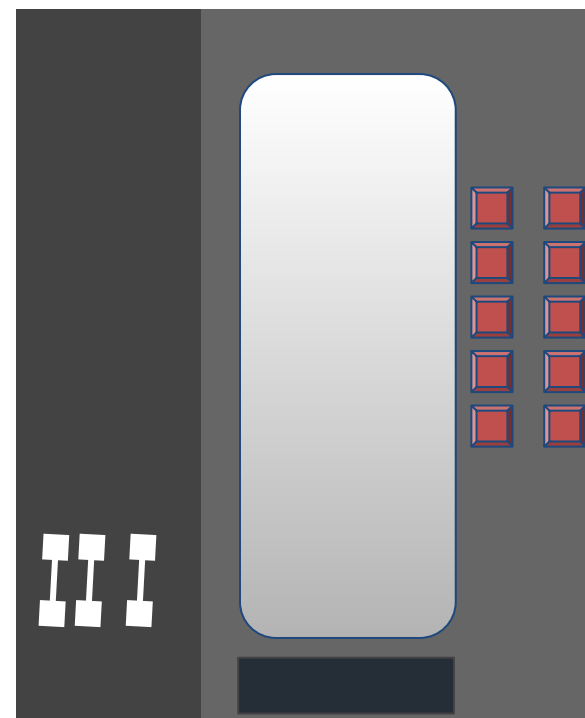
The battery vending machine, well, is a vending machine for batteries.

But also other small devices such as chargers, charger packs, maybe even phone cases!

Also, the weird wires on the side are meant to represent charger cords, so you can charge your devices while there!

It may defeat the purpose of selling chargers at the machine, but oh well.

People would probably buy a charger to take with them anyway!



The vending machine is intended for pretty much everyone, but will be useful for:

Runners,

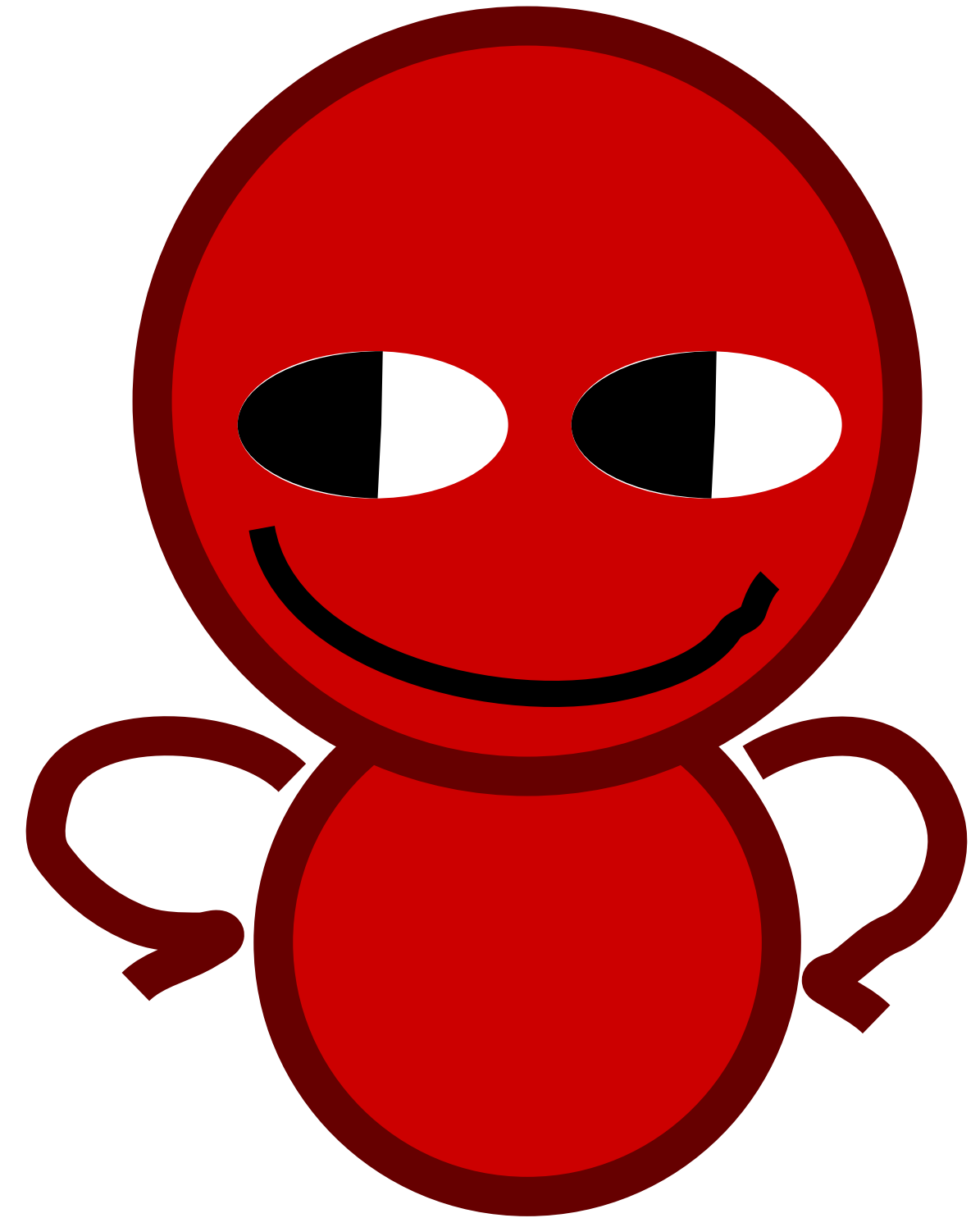
Bikers,

Drivers,

And all people going somewhere.

Why is it useful for these people specifically?

Because it's a way to get batteries on the go. Especially in emergencies, like if you really need to charge your phone with one of the charger cords.



Before we dive into the reasoning, its costs time.

Batteries will be sold one apiece, and will be more expensive the bigger the battery. Also there will be labels on what the battery is.

For example, AA batteries will be \$1.50 apiece, and AAA batteries will be \$1.00

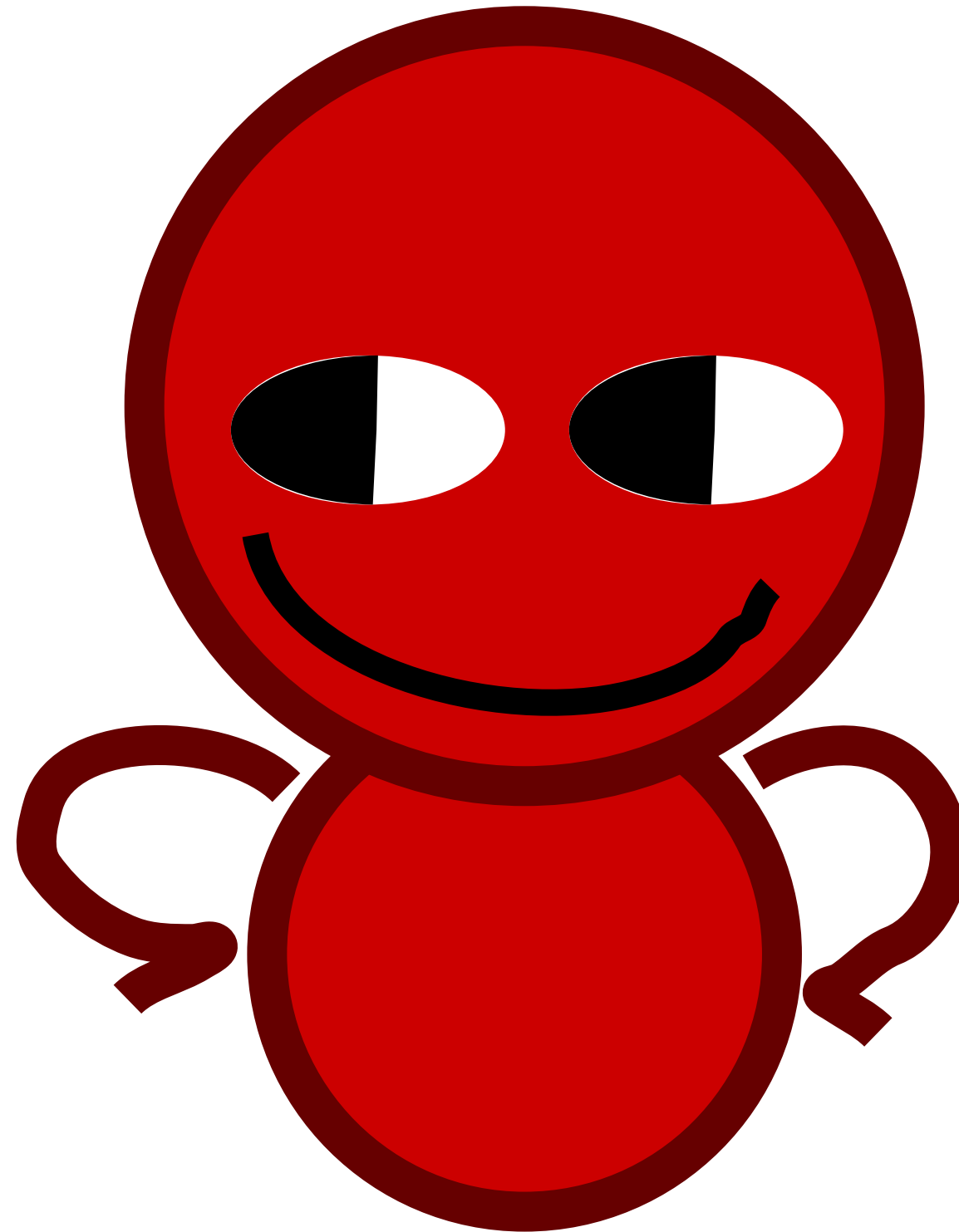
More expensive things like chargers or phone cases can be from \$5 to \$10.

This prices are not too high, but also not too low. Of course they could be higher to make more profit.

But they should be low enough to the point where you would want to go there for batteries.

**Oh look!
Billingham's
back!**

**What's that
Billingham? You
want me to show
why this is a
viable idea able
to help Kwik
Trip?**



**Don't worry
buddy, I'll show
them!**

Here's an example: It's an easy way to get batteries

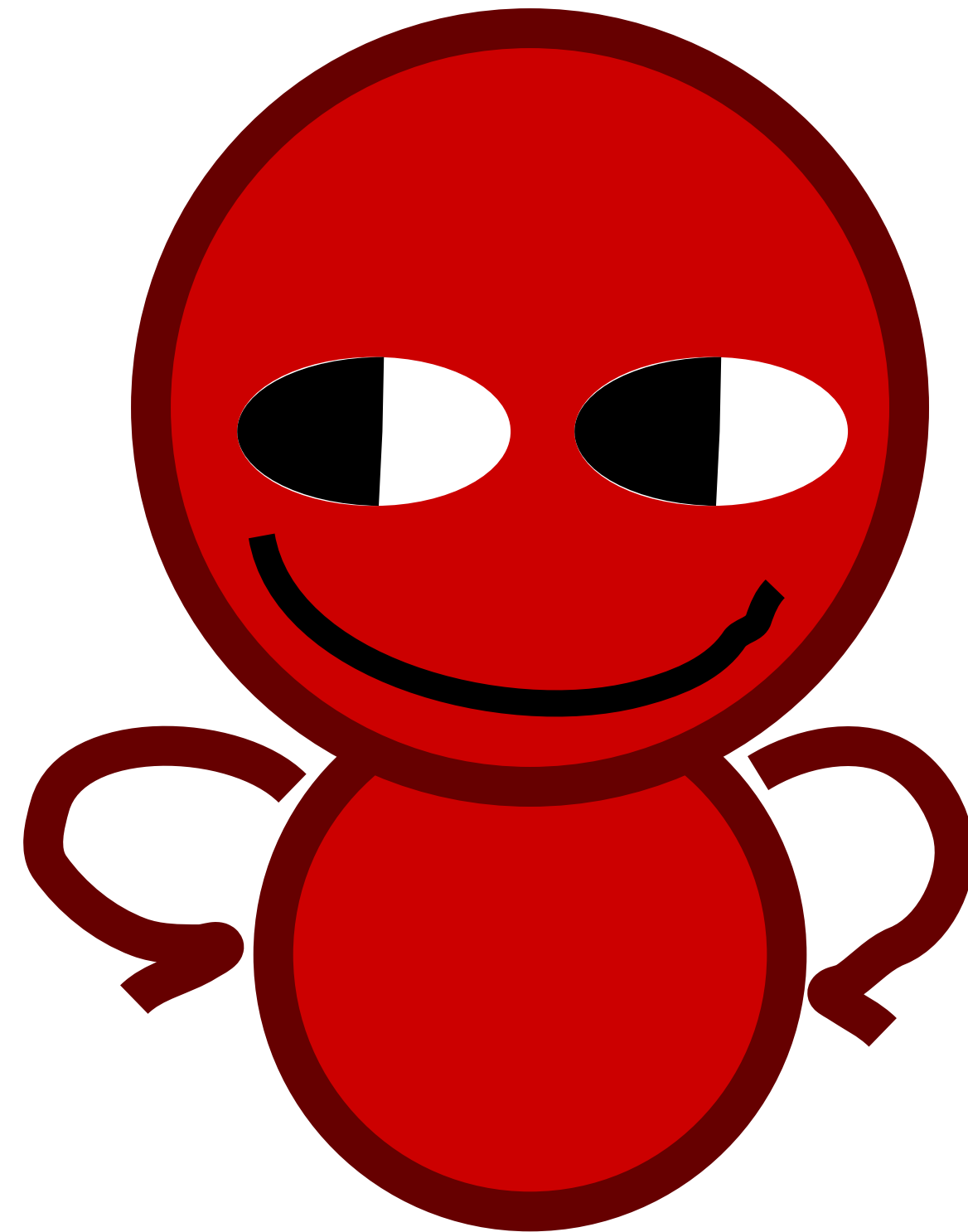
Kwik Trips are good because its a store that's easy to go to, right? They are usually close to houses.

Well what if someone doesn't have batteries for a remote, and they are all out?

Then they can just drive to the nearby Kwik Trip (or bike, maybe even walk), and get the couple of batteries they need!

It's simple and quick, just what Kwik Trip is all about. I mean, it's in the name.

This is why it's a vending machine. It's easy and simple to use!

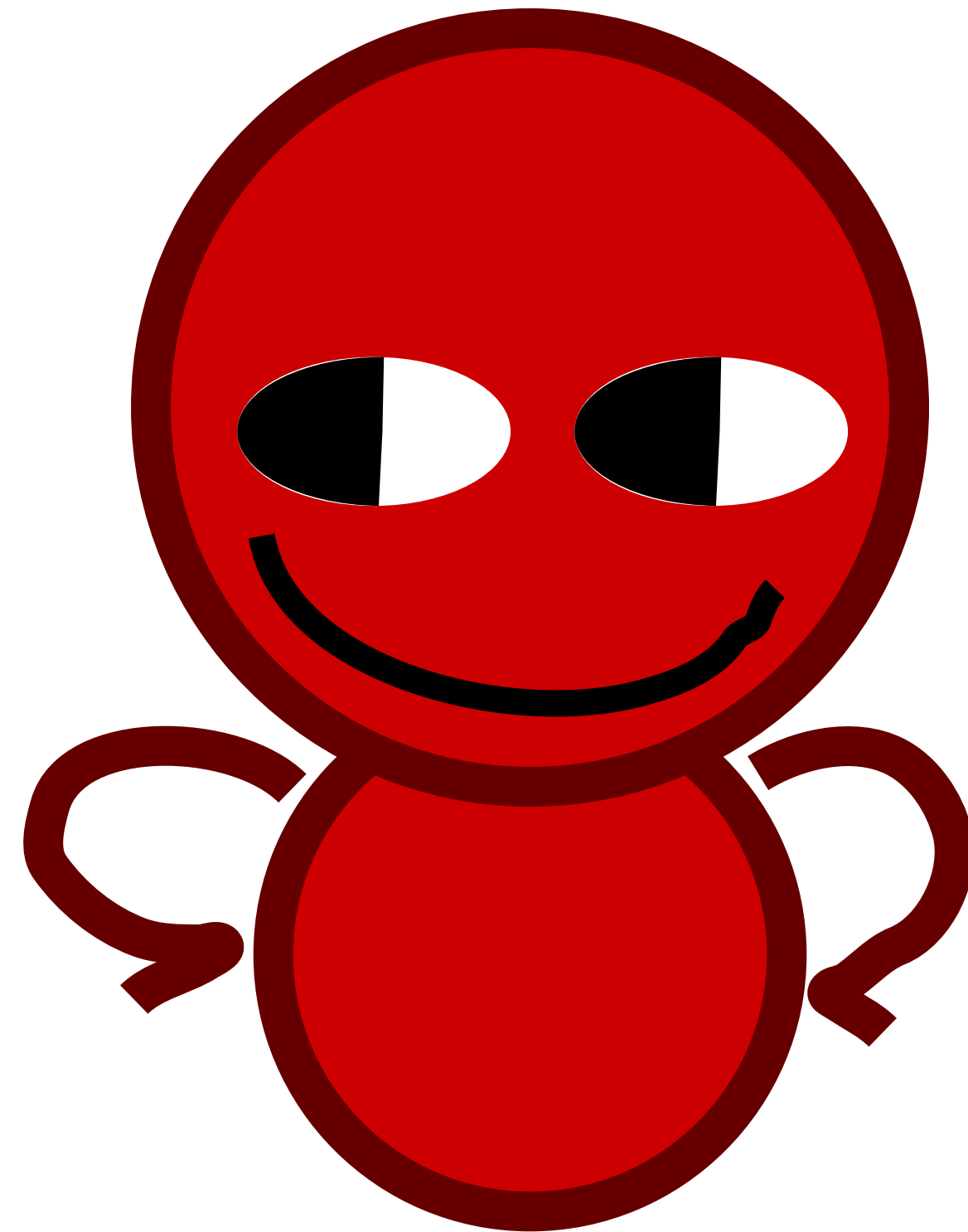


Now you may ask: “where's it going to be sold?”

The vending machine will be placed either inside or outside, as you don't need a cashier for a vending machine, but somewhere near the entrance.

It's going to be near the entrance, so it's easily accessible to get to, then leave quickly after. It's simple, really. Unless your really feeling humorous and want to put it deep in the store to give people forced interaction with the outside world.

And it should be put in stores as its something that could potentially boost sales and make people want to go to Kwik Trip more. It's an investment.

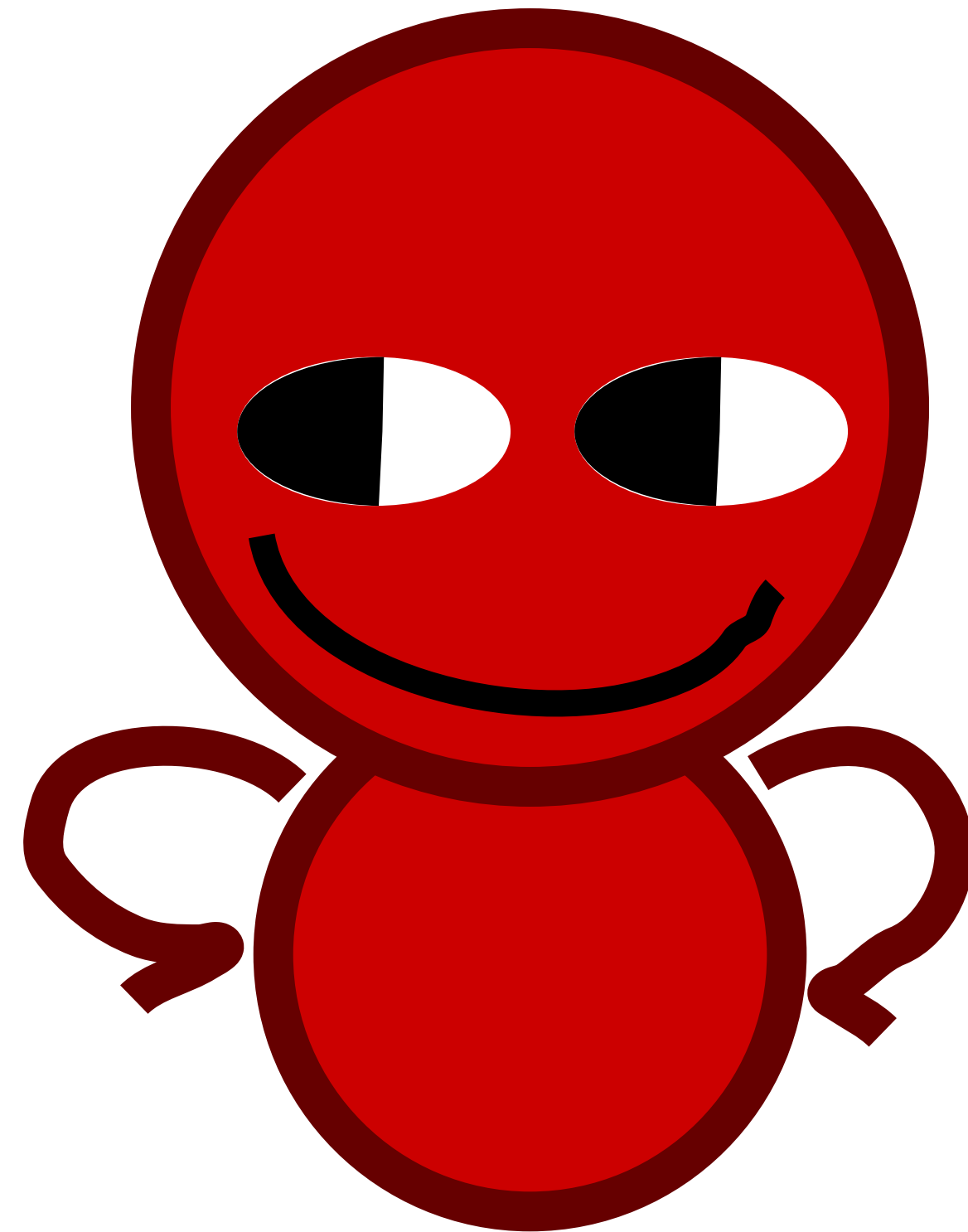


It will be advertised through social media, as everyone's on it these days, for better or worse. (TikTok, X, FaceBook Etc.)

Also, ads on youtube will make people know about it, as well as maybe advertising it in stores.

It could be something as small as a video at the gas station terminals, or something as glamorous as a cardboard standee. Go as big as you want!

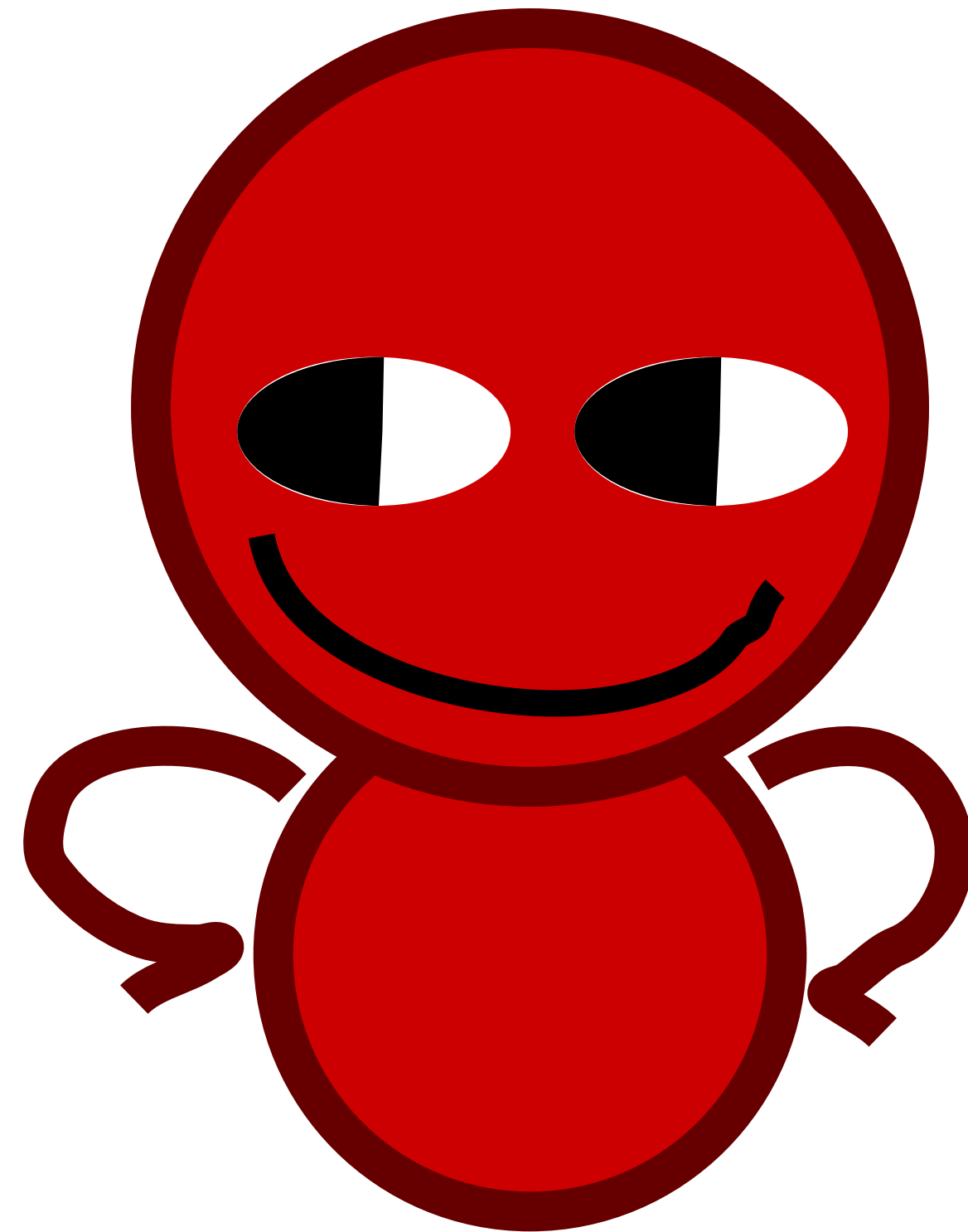
But no one would go to a battery themed theme park. That just wouldn't make sense.



That must have
been a lot of
information, so
here is a smaller
slide.

The target
demographic will
be any age
capable of going
to Kwik Trip, as
pretty much
everyone needs
batteries.

Yep. Thats all of
it.

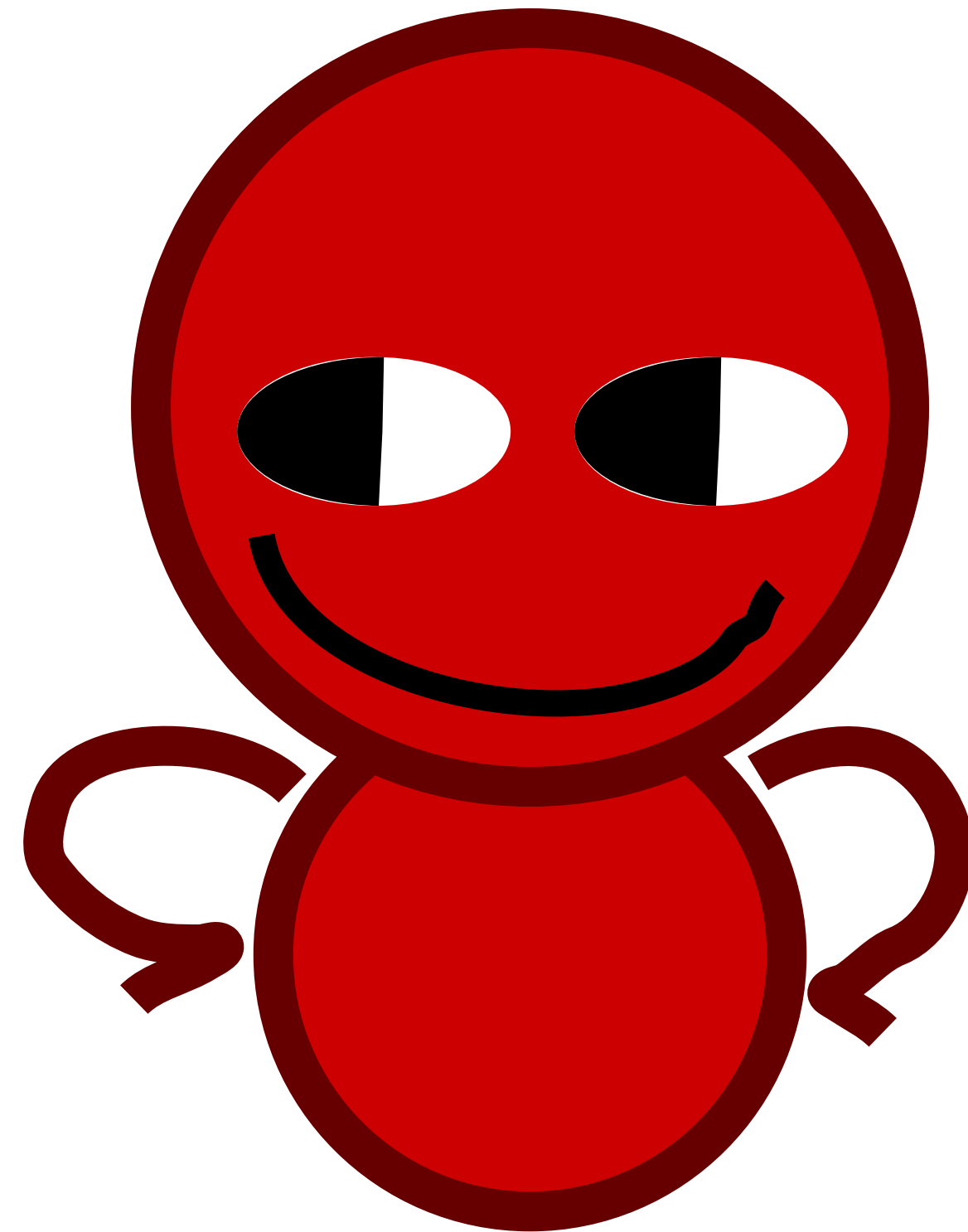
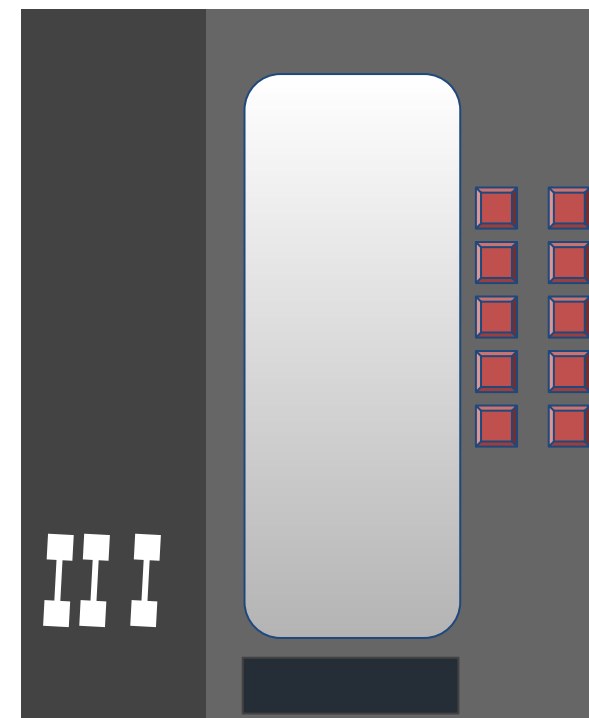


**Congrats! You got
through this
presentation!**

**In conclusion,
the battery
vending machine
will INNOVATE
the future of
Kwik Trip! Now,
people won't
have to go so far
for a couple
batteries, when
they are a couple
blocks away!**

**I sincerely hope
you enjoyed.**

**Now we must
say goodbye.
Billingham sends
his regards. Hope
you enjoyed!**



**Thank you
for your
viewing!**