

# Money Makers

NAME \_\_\_\_\_

During this project, you will be working with group members to develop a retail business that sells one product of your group's choosing. You will be given \$1,000 to start your business. This money will be used to obtain your product, rent a location for your business, and will cover all advertising costs for your business.

## Choose your Product

1. As a class, we will brainstorm a list of 10 products and their wholesale costs. Wholesale cost is how much it costs to buy a product from a vendor

PRODUCT NAME	RESEARCHED RETAIL PRICE	WHOLESALE PRICE PER ITEM (30% OF THE RETAIL COST)

2. Your group will choose ONE product to market and sell. It is okay if more than one group picks the same product.

My group has chosen the following product: \_\_\_\_\_

Its wholesale price per item is \$ \_\_\_\_\_

3. From a business standpoint, why do you think this will be a successful product to sell?

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## Real Estate Auction

4. First, you will participate in an auction to determine the location your group will rent for your store. After, you will develop advertising that makes sense for your location. Remember you only have a total of \$1,000 for all of your business' expenses.

LOCATION	DESCRIPTION	STARTING BID
Section 1		\$400
Section 2		\$350
Section 3		\$300
Section 4		\$275
Section 5		\$200
Section 6		\$175
Section 7		\$125
Section 8		\$50

5. Our group secured Section \_\_\_\_\_  
for a rent of \$ \_\_\_\_\_

## Create your Advertising Budget

6. How much money do you have left after renting your location? \_\_\_\_\_

This is the amount of money you will have to:

1. Buy your product at its wholesale price
2. Use towards advertising your product

7. Before you begin advertising, decide how many products you would like to have available to sell at your store.

NUMBER OF PRODUCTS	WHOLESALE PRICE PER PRODUCT	TOTAL AMOUNT OF MONEY USED
	\$	

8. How much money do you have left for advertising? \_\_\_\_\_

9. Below you will find a chart that explains the price of various advertising materials. Work with your group members to create a budget that does not exceed the amount of money you have left for advertising.

ADVERTISING ITEM	COST	QUANTITY	AMOUNT OF MONEY NEEDED
8.5" x 11" piece of lined paper	\$25		
8.5" x 11" piece of white paper	\$50		
8.5" x 11" piece of colored paper	\$60		
1 piece of poster board	\$150		
Marker, 1 color	\$10		
Markers, 3 colors	\$25		
12" of tape (for hanging posters)	\$5		
15 seconds of commercial time	\$100		
30 seconds of commercial time	\$190		

10. The total amount of money we used in advertising is: \_\_\_\_\_

11. Our total expenses are: \_\_\_\_\_ (must be  $\leq$  \$1,000)

### Price your Product

When you are advertising, you want to promote your product as well as any specials your business may have to attract buyers. Below you will price your product and brainstorm any specials you feel would bring in customers. Be sure to advertise any specials you may have!

12. How much will you charge a customer who buys your product? \_\_\_\_\_

13. How much profit will you make for each item you sell? \_\_\_\_\_

14. Do you plan on having any specials, such as buy two get one free, or buy one get one half off? If so, what will they be? How much profit will you make for each special?

SPECIAL (DESCRIBE IN WORDS)	PROFIT MADE
	\$
	\$