September- Consumer Choices

I Do: Planning Guide

You are the proud new owner of an empty store! You get to decide how to stock it, and set it up, while showcasing your knowledge of the key terms and what they mean!

First, you need to decide what’s important to you:

1. Is providing the cheapest product for your consumers the most important?
2. Is providing items produced in your community the most important?
3. Is providing items that are produced through fair trade the most important?

Circle which of the above is the most important to you. Then, describe why. Use the box below, or record it on your iPad. Make sure you use the key terms fair trade, locally produced, and mass-produced. You must describe all three, and then, give your reason why you have decided which type of item is the most important for you to sell.

|  |
| --- |
|  |

Where is your empty store? Which town? City? Why did you pick here?

|  |
| --- |
|  |

Now that you know what type of production you are going to use, and where your store will be, you need to decide what it is you are going to sell! Think carefully about what community your store will be in and what you think that community needs. Below (or in a video recording), brainstorm the items that will be available in your store.

|  |
| --- |
|  |

Why have you decided to sell the goods that you have chosen? Why did you make that decision versus choosing something else? Why do you believe these are the goods your community needs? Write, or record, your response.

|  |
| --- |
|  |

You know what you are going to be selling. Will these types of products make your store a private enterprise or a public enterprise? How do you know? Describe below, or in a video.

|  |
| --- |
|  |

How is what you have chosen to sell and the consumers who will be coming to buy those goods going to impact your community? If you have chosen mass-produced, locally-produced, or fair trade, describe how this decision will impact the community you are in. Use the box below, or record.

|  |
| --- |
|  |

How is what you have chosen to sell and the consumers who will be coming to buy those goods going to impact the environment? If you have chosen mass-produced, locally-produced, or fair trade, describe how this decision will impact the environment of either the community you are in or the environment globally. Use the box below, or record.

|  |
| --- |
|  |

Your next job is to plan the layout of your store. Draw a map. Where will shelves be? Will there be shelves? The door(s)? Cash register? Washroom for staff and customers? Etc.

How are you going to display your stock (the items you are selling)? What items will you have on display at the front of the store? Why? Where will you place the rest of the items?

Do the following:

1. Label your map with locations of items
2. Draw the view your customer sees when they walk in the door. What’s on display? This is what you are using to convince the customer to come in, to come buy something!
3. Draw the view from the front of your store. What will the customers see in the front window(s)? How will they know what your store sells? What is going to convince them to come inside?

You need to let your community know that your store is opening and that they should come in and check it out (and hopefully buy something!). How will you do this? Create one ad, radio advertisement, etc. to showcase how you will announce your grand opening.

You have changed from being the consumer (the one who buys something). You are now on the other side, convincing that consumer to buy something. How does that make you feel, based on the type of products you are selling (mass-produced, fair trade, locally produced)? Will you be a slimy salesperson or will you truly care about your consumer and the product you are selling them? Describe your feelings below (or on video)

Lastly, this is your level 4 or 5 question. How will you price your items? Why?

|  |
| --- |
|  |