September- Consumer Choices

We Do: Planning Guide

You need to show an understanding of the following:

* + private enterprise
  + public enterprise
  + mixed market economy
  + fair trade goods
  + locally produced goods
  + mass-produced goods
  + goods
  + services
  + consumer
  + impact of consumer choices on the community
  + impact of consumer choices on the environment, locally and/or globally

You need to take this understanding and apply it to a creation of some sort.

You can choose from:

1. (most guided- I Do) opening and running a public or private enterprise;
2. (more freedom- We Do) running a campaign to educate the population about the importance of locally produced, fair trade, or mass produced goods; or
3. (more freedom- We Do) creating a 2D or 3D model of a town and the surrounding countryside to showcase 1) the environmental impact of what the consumers in that community choose (or are able) to buy and 2) the impact on the town itself based on what it’s consumers choose to buy.

Based on what you choose, look for the corresponding page (the same number as what you chose).

**ONE: Public or Private Enterprise**

You need to plan the following:

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?
4. Is providing a mix of 2 or all three of the above the most important?

Once you know this, you can begin planning your enterprise:

* Why did you choose what you did as what’s most important?
* Where is your enterprise? Why?
* What are you going to sell? Think about what your chosen community needs….
* Why have you chosen to sell the items you’ve chosen? Why do you believe your community needs this?
* Is your enterprise private or public? Why?
* How is what you are selling going to impact your community?
* How is what you are selling going to impact the environment?
* Create a map to figure out the layout of your enterprise. Shelves? 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?
* Label your map with locations of items
* 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!
* 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?
* How will you advertise the opening of your enterprise? Create something!
* 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?
* Level 4/5: How will you price your items?

Remember to include all of the following in your project!

* + private enterprise
  + public enterprise
  + mixed market economy
  + fair trade goods
  + locally produced goods
  + mass-produced goods
  + goods
  + services
  + consumer
  + impact of consumer choices on the community
  + impact of consumer choices on the environment, locally and/or globally

**TWO: Advertising Campaign**

***Choice:*** running a campaign to educate the population about the importance of

locally produced, fair trade, or mass produced goods

You need to plan the following:

Decide what’s important to you:

1. Is providing the cheapest product for 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?
4. Is providing a mix of 2 or all three of the above the most important?

Once you know this, you can plan what your advertising campaign will look like.

* Why did you choose what you did as what’s most important?
* How will you showcase this in your campaign?
* Who are you trying to advertise too? Who’s your audience?
* Will your campaign be biased? Are you trying to convince your audience of something? Or are you trying to provide the information and letting the consumer make up their own mind what they think?

Create a plan (take 20-30 minutes) for what you will be doing and how you will showcase and apply your understanding of the terms below:

* + private enterprise
  + public enterprise
  + mixed market economy
  + fair trade goods
  + locally produced goods
  + mass-produced goods
  + goods
  + services
  + consumer
  + impact of consumer choices on the community
  + impact of consumer choices on the environment, locally and/or globally

Aim for a level 4 or 5- remember what those levels are asking for!!!!

Bring you plan to the teacher so they can approve it and help you tweak it as needed! If you are unable to come up with a plan within the 30 minutes, and you haven’t come for guidance during that time, you will be given the I Do project to complete.

**THREE: Model of a Community**

***Choice:*** *creating a 2D or 3D model of a town and the surrounding countryside to showcase 1) the environmental impact of what the consumers in that community choose (or are able) to buy and 2) the impact on the town itself based on what it’s consumers choose to buy.*

You need to plan the following:

Decide what’s important to you:

1. Is providing the cheapest product for 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?
4. Is providing a mix of 2 or all three of the above the most important?

Once you know this, you can plan what your community will look like.

* Why did you choose what you did as what’s most important?
* How will you showcase this in your community? Is it thriving? Failing?
* What are you showcasing- the success of certain types of production or enterprise, or the downfalls of them?

Create a plan (take 20-30 minutes) for what you will be doing and how you will showcase and apply your understanding of the terms below:

* + private enterprise
  + public enterprise
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  + mass-produced goods
  + goods
  + services
  + consumer
  + impact of consumer choices on the community
  + impact of consumer choices on the environment, locally and/or globally

Aim for a level 4 or 5- remember what those levels are asking for!!!!

Bring you plan to the teacher so they can approve it and help you tweak it as needed! If you are unable to come up with a plan within the 30 minutes, and you haven’t come for guidance during that time, you will be given the I Do project to complete.