

Activity 2.6 Group Activity

Group 1: You are the producers of Galactic Light-up Sneakers. It costs your company \$10 to produce each pair of sneakers. Create an ad to demonstrate how you would anchor potential buyers on a particular price that results in a sales price that generates a per unit profit equal to at least twice your production cost.

Group 2: You are the producers of Hoody Sounds, a hoody sweatshirt with integrated HD earbuds. It costs your company \$25 to produce each sweatshirt. Create an ad to demonstrate how you would anchor potential buyers on a particular price that would result in a sales price that generates a per unit profit equal to at least twice your production cost.

Group 3: You are the producers of Intelliphones smartphone. It costs your company \$70 to produce each smartphone. Create an ad to demonstrate how you would anchor potential buyers on a particular price that results in a sales price that generates a per unit profit equal to at least twice your production cost.

Group 4: You are the producers of a Grill-o-Master, a small grill. It costs your company \$40 to produce each grill. Create an ad to demonstrate how you would anchor potential buyers on a particular price that results in a sales price that generates a per unit profit equal to at least twice your production cost.

Group 5: You are the producers of Keep-My-Pet small pet cages. It costs your company \$8 to produce each cage. Create an ad to demonstrate how you would anchor potential buyers on a particular price that results in a sales price that generates a per unit profit equal to at least twice your production cost.