

Name _____

Date _____

Class _____

Instructor _____

STUDENT ACTIVITY

Chapter 16

Internet Extension

Minding Your Own Business

EXPLORE



With the help of online auctions and other Web sites, it's become much easier for someone to sell a self-made product for a good profit.

DIRECTIONS



Create a fictional product and figure out its production cost. Figure out your mark-up rate and selling price, depending on your sales outlet. Then use an online gross-profit-margin calculator to determine your gross profit margin.

Keywords: _____

Web Sites: _____

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

NET RESULTS



1. Your Product

2. Cost to Produce

3. Sales Outlet

4. Mark-Up and Selling Price

5. Gross Profit Margin



_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

STUDENT ACTIVITY *(continued)*

Chapter 16

CRITICAL THINKING QUESTIONS

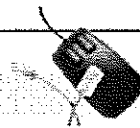


1. If it costs you \$40.00 to create one sample of your product and you sell it for \$60.00, how many more do you need to sell to produce another sample? What is the mark-up rate based on this selling price?

2. List several Web sites where you could sell your product.

3. What steps are involved in creating your own Web site to market and sell your product?

EXTENSION EXERCISE



Use the Internet to research the steps needed for building a Web site to advertise and sell your fictional product. What would you name the Web site? How can you find out if the Web address you want is available?

