

GRADES  
**6–8**

MY FIRST BUSINESS LAB™ • GRADES 6–8

# My First Business Lab

*Launch a pretend stall: survey your customers, separate per-item from one-time costs, find your profit and margin, and pitch it in 60 seconds.*

-  Two or three sessions, about 45 minutes each
-  Whole class, pairs and small groups
-  About 10 minutes to prep

## INSIDE THIS LESSON



### Teacher pages

pp. 1–2



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# Teacher pages

Students plan a pretend stall for a class market day and build a **Business Launch Portfolio** they pitch in 60 seconds. Nothing is really bought or sold.

|                  |                                                                                                                             |
|------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>GOAL</b>      | I can use costs, prices and a customer survey to plan a small business, find its profit and margin, and explain my choices. |
| <b>MATH</b>      | Profit = money in – costs. Per-item and one-time costs. Percent of a total.                                                 |
| <b>GET READY</b> | Print pages 3–9 for each student. Calculators recommended.                                                                  |

## Session 1 • Customers and costs

1. **The Big Idea + survey (20 min, pp. 3–4).** Students pick a stall, then survey five classmates: would you buy it, and what would you pay?
2. **Costs (25 min, p. 5).** Per-item costs grow with every sale; one-time costs are paid once. Students build their cost sheet.

## Session 2 • Price, profit, plan

1. **Price and profit (20 min, p. 6).** Profit and margin at 20 and 40 sales.
2. **Money plan + a change (25 min, p. 7).** A percent budget, then the supplier raises prices by 5 cents an item.

## Session 3 • Tell it (optional; or finish at home)

1. **Honest sign + give back (15 min, p. 8).**
2. **Portfolio + 60-second pitch (30 min, p. 9).** Pitch to a partner or small group.

 **Tip** Push on margin: “Why is your margin higher at 40 sales than at 20?” The one-time costs get spread across more sales.

## Answer key

At a sample price for each stall. Students may set any price; check with **profit = price × sales – (per-item cost × sales + one-time costs)** and **margin = profit ÷ money in**.

| Stall          | Per item | One-time | Price  | Profit at 20 (margin) | Profit at 40 (margin) | At 40, +5¢ an item |
|----------------|----------|----------|--------|-----------------------|-----------------------|--------------------|
| Lemonade Stall | \$0.30   | \$4.00   | \$1.00 | \$10.00 (50%)         | \$24.00 (60%)         | \$22.00            |
| Cookie Stall   | \$0.45   | \$3.00   | \$1.00 | \$8.00 (40%)          | \$19.00 (48%)         | \$17.00            |
| Bracelet Stall | \$0.60   | \$2.00   | \$1.50 | \$16.00 (53%)         | \$34.00 (57%)         | \$32.00            |

Margins rise with sales because the one-time costs are shared by more items. The supplier change costs 5¢ × 40 = \$2.00 at 40 sales.

## Rubric

|                            | Beginning     | Developing                        | Strong                                      |
|----------------------------|---------------|-----------------------------------|---------------------------------------------|
| <b>Customers</b>           | Survey done   | Uses the survey to choose a price | Uses the survey and explains what it showed |
| <b>Costs</b>               | Lists costs   | Separates per-item and one-time   | Both correct, totals at 20 and 40           |
| <b>Profit &amp; margin</b> | Finds profit  | Profit and margin correct         | Correct, and explains why margin changes    |
| <b>Plan &amp; change</b>   | Splits profit | Percents add to 100               | Adjusts the plan after the price change     |
| <b>Pitch</b>               | Gives a pitch | Clear and under 60 seconds        | Clear, honest, uses numbers                 |

## Meeting every learner

|                       |                                                                              |
|-----------------------|------------------------------------------------------------------------------|
| <b>NEEDS SUPPORT</b>  | Lemonade Stall at \$1.00; calculator; skip the margin percent.               |
| <b>READY FOR MORE</b> | Find the fewest sales that still makes a profit at their price.              |
| <b>NO PRINTER</b>     | Put the cost lists on the board; students build the portfolio in a notebook. |

This is a pretend market. If your class runs a real sale later, follow your school's rules for handling money.

# 1 • The Big Idea

Name \_\_\_\_\_

Circle the stall you'll launch at our pretend class market.



## Lemonade Stall

One cup at a time



## Cookie Stall

One cookie at a time



## Bracelet Stall

One bracelet at a time

**The problem or want it meets:** why would someone at our market want this?

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**My customers:** who exactly? (age, when they'd buy, why)

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**My guess before the survey:** how much would they pay?

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## 2 • My customers

Survey 5 classmates

Ask five classmates the same two questions. Don't use names; numbers are enough.

| # | Would you buy it?                                                                       | Most you'd pay | One thing that would make it better |
|---|-----------------------------------------------------------------------------------------|----------------|-------------------------------------|
| 1 | <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No | \$             |                                     |
| 2 | <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No | \$             |                                     |
| 3 | <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No | \$             |                                     |
| 4 | <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No | \$             |                                     |
| 5 | <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> No | \$             |                                     |

**What I found:** how many said yes? What was the most common price?

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**What I'll change because of it:**

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### 3 • What will it cost?

Per-item vs one-time

**Per-item costs** are paid for every one you make. **One-time costs** are paid once, however many you sell.

#### Lemonade Stall

##### PER CUP

|                  |        |
|------------------|--------|
| Lemons and sugar | \$0.20 |
| Cup              | \$0.10 |

##### ONE-TIME

|         |        |
|---------|--------|
| Pitcher | \$2.50 |
| Sign    | \$1.50 |

#### Cookie Stall

##### PER COOKIE

|                 |        |
|-----------------|--------|
| Flour and chips | \$0.35 |
| Paper bag       | \$0.10 |

##### ONE-TIME

|      |        |
|------|--------|
| Tray | \$1.75 |
| Sign | \$1.25 |

#### Bracelet Stall

##### PER BRACELET

|                |        |
|----------------|--------|
| Beads          | \$0.45 |
| String and tag | \$0.15 |

##### ONE-TIME

|               |        |
|---------------|--------|
| Display stand | \$1.00 |
| Sign          | \$1.00 |

| My cost sheet         | 20 sales  | 40 sales  |
|-----------------------|-----------|-----------|
| Per-item cost × sales | \$        | \$        |
| One-time costs        | \$        | \$        |
| <b>Total costs</b>    | <b>\$</b> | <b>\$</b> |

## 4 • Price and profit

Use your survey



My price for one: \$

Why this price? \_\_\_\_\_

|                            | 20 sales | 40 sales |
|----------------------------|----------|----------|
| Money in (price × sales)   | \$       | \$       |
| Minus total costs (page 5) | – \$     | – \$     |
| <b>Profit</b>              | \$       | \$       |
| Margin (profit ÷ money in) | %        | %        |

Why is my margin different at 40 sales?

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### Challenge

What's the fewest sales that still makes a profit at your price? Try a number, check the profit, and adjust.

| Sales I tried | Money in | Total costs | Profit or loss |
|---------------|----------|-------------|----------------|
|               | \$       | \$          | \$             |
|               | \$       | \$          | \$             |
|               | \$       | \$          | \$             |

## 5 • My money plan

Use your 40-sales profit

| Where my profit goes                    | Percent     | Dollars   |
|-----------------------------------------|-------------|-----------|
| Save                                    | %           | \$        |
| Reinvest (more supplies, a better sign) | %           | \$        |
| Give                                    | %           | \$        |
| <b>Total</b>                            | <b>100%</b> | <b>\$</b> |

 **Something changed.** Your supplier raised prices by **5 cents for every item**. At 40 sales, how much less profit is that?

|                               |           |
|-------------------------------|-----------|
| Extra cost ( $5¢ \times 40$ ) | \$        |
| <b>New profit at 40 sales</b> | <b>\$</b> |

**What will I do:** raise my price, cut a cost, or accept less profit? Why?

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**If I raise my price, what might happen to my sales?**

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## 6 • Tell the world

Honest signs sell



**Honesty check:** every box must be true.

- ☐ The price is easy to see, with nothing hidden
- ☐ Every claim is true (“fresh today” only if it is)
- ☐ No made-up rush (“only 2 left!” when there are 20)
- ☐ It doesn't make fun of another stall

## 7 • Give something back

One realistic way my stall could give back, and why I chose it. (Giving is a choice; no one should be pressured to donate.)

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## 8 • Launch Portfolio + pitch

60 seconds, to a partner

|                                 |  |
|---------------------------------|--|
| <b>Stall + customers</b>        |  |
| <b>What my survey showed</b>    |  |
| <b>Price + why</b>              |  |
| <b>Profit / margin at 20</b>    |  |
| <b>Profit / margin at 40</b>    |  |
| <b>Money plan</b>               |  |
| <b>If costs rise, I will...</b> |  |

### My 60-second pitch

1. The want my stall meets: \_\_\_\_\_
2. Why customers will choose it (use your survey): \_\_\_\_\_
3. The numbers: price, profit, margin: \_\_\_\_\_
4. How it gives back: \_\_\_\_\_