

16. The Sales Phase

The supplementary work below is designed to involve you in other aspects of computer and business systems while having fun playing the game.

To sell your computers on the market simply click on the Conference Room door and set the price you want the computers to be sold at. Click Continue and you will be taken to the Sales Centre where the market forces will decide on how many of the computers you have available will be sold.

Price, Advertising and the Market trend all have influences on how many will be sold.

Activity: How do you determine the price to sell? Try guessing, enter a high price and see how many you sell. Next try a low price and make another observation. Write down your results. Now for each week check the profit made by clicking on the Laptop and going to Accounts, write down your observations.

Activity: Discuss in class each of results of the above activities.

Activity: Answer the following questions

- How do decide on a price to sell that will allow you to make a profit?
- What is the relationship between Price and Advertising?
- What is the relationship between Price and the Market Trend?
- What is the relationship between Advertising and the Market Trend?