

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Market Day is a transdisciplinary project in which you will create an original product, market it creatively and calculate your break-even point. You will figure out your materials costs based on the unit price, and decide upon a reasonable price for your product. You will then use your marketing skills to sell your product on the actual Market Day.

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| **Market Day Project Components** |
| 1. Brainstorm 3 possible product ideas 2. Survey other students 3. Product approval by both Ms. Ahmed and Mr. Tauhidi 4. Persuasive Essay 5. Buy Materials (submit receipts to Ms. Ahmed) 6. Figure out Break-even point 7. Make your product 8. Poster 9. Digital Ad (Video, Audio, Prezi or PPT)    1. **\*\*\*NO MUSIC\*\*\*** 10. Sell your product on Market Day     1. Keep careful track of each transaction on ledger |

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| **PRODUCT REQUIREMENTs** |
| * No more than $3 selling price * Minimum is 20 items, max is 30-40 * No pre-orders, no post-orders, no reservations   + Your grade will be dropped a whole letter grade if you are caught doing any of this * Transfer of money is only allowed on Market Day   + You are not allowed to buy/sell from other students during school hours and on school grounds * No celebrities, Harry Potter, Star Wars – must be in line with the values of the school * No food, no weapons * Cannot change price, no sales/auctions/hawking * All your items must have the same price * Returns must be monitored by teachers * 5th, 7th, 8th will be invited to buy from you on Market Day |