ASSESSING PROMOTIONS

Item	Store name	Product	Promotional pitch	Regular price	Sale price	Percent discount
Stereo						
Couch			SAMPLE			

3. Did the company advertise the promotion as a percent decrease or as a full-value discount? Calculate either the percent decrease in price or the full value discount for each item, whichever is *not* given.

4. Were any of the promotions misleading? If so, explain.

5. Compare the information you found with a partner's information. Who found the better deal?

BUILD YOUR SKILLS

1. A supermarket regularly charges $5.89 for a package of Pizza Pockets. During a sale, the supermarket offers this promotion: "Buy one at the regular price, get a second one for half price."

   a) If Marylyn buys two packages, what will she pay?

   b) Approximately what percent does Marylyn save during this sale? Explain your reasoning.

2. Ross works at a sports store in St. Albert, Alberta where the price of a best-selling tennis racquet is $49.95. His friend Al works at a competitor's store where the regular price of a similar tennis racquet is $55.95, but it is on sale at 15% off. Al says his store offers the best price.

   a) Calculate the total price of the tennis racquet at each store, including GST.

   b) Is Al right? Explain why or why not.

3. A hairstylist at Top Cuts is preparing a discount offer. The regular cost of highlighting is $55.00. To attract more customers early in the day, he offers 15% off for appointments before 10:00 am. Mid-afternoon is also a slow time on Wednesdays and Thursdays, so he offers $5.00 off coupons for appointments made during those times.

   a) Which appointment time will get you the lowest price?

   b) Which promotion do you think will appeal to more people, coupons or percent off? Explain your thinking.

This apprentice hairstylist is learning to cut and style hair at a community college.

4. A roofer in Mission, BC buys metal roofing at a builder's discount of 20% off the retail price of $27.50 per square metre. If the roof of your house is 74 square metres and the roofer passes on 50% of the discount he receives to you, how much will you pay for the materials? If his usual hourly rate for labour is $36.00 and he gives you a 5% discount, how much will you save in labour costs if the job takes 16 hours? Omit the taxes in your calculations.

5. Pole mount industrial fans are on sale at two wholesalers in Cochrane, Alberta. An electrician needs 20 fans for installation in an office building. The sale price at the first store is 5% off the regular price of $157.00. The price at the second store is $165.00 each, but $149.00 for 10 or more. GST applies.

   a) Calculate the total cost of 20 fans at each store.

   b) Which wholesaler offers a better buy?

6. A storewide sale in Yellowknife advertises the following sales items:

   A shirt that was $31.99 is marked down to $19.99.

   Shorts that were $24.95 are marked down to $16.95.

   A jacket that was priced at $49.99 is marked down to $24.99.

   a) Calculate what percentage of markdown each item has been given.

   b) If a customer bought all 3 items, how much would he or she save in total? On which item would the customer save the most?

Extend your thinking

House painting is a job that high school and college students may do over the summer months.

7. An exterior house painter in Swift Current, Saskatchewan is offering a sales promotion. If you sign a contract to have your house painted and get a neighbour or friend to sign a contract at the same time, you each get a discount of 5% on the labour rate of $26.00/hr. Both GST and PST apply.

   a) If your house takes 55 hours to paint, how much would you pay at the regular price and how much would you pay with the discount? How much did you save?

   b) If the second person's house takes 60 hours to paint, how much more would that person save than you would save?