



Version 2.0

Online Resources

Part D: Sales

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Memo: Setting Up Your Box Office for Success

Your ticket buyers will be here soon! However, before they arrive, you need to consider how you will convince these ticket buyers that your movie is worth paying to see. Think about the following points before setting up your box office:

1. **Ticket display:** Keep it neat and organized; clearly mark your prices; position your poster
2. **Customer service:** Be helpful, friendly and courteous; divide up the company's responsibilities
3. **Salesperson's movie knowledge:** Know your movie's selling points; practice your sales pitch

Question:

As an experienced customer yourself, explain how the above points (1, 2, and 3) might influence your own buying decision.

1. Ticket display:

2. Customer service:

3. Sales person product knowledge:



Graphing Sales Data

1. Record the sales results of each company in the table below.

Company Name	# of Tickets Sold

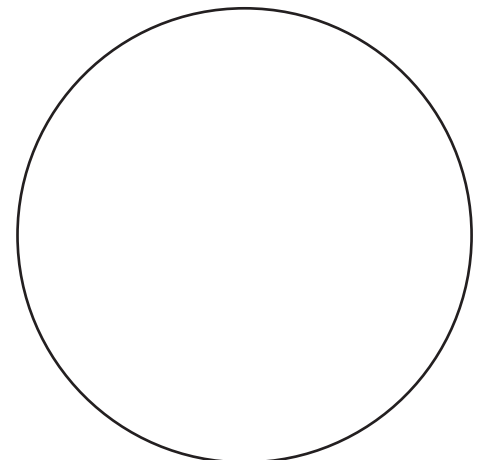
2. The total number of combined tickets sold is _____.
3. Make a bar graph that illustrates the number of tickets sold by each company.

of tickets sold

Company Name

4. Make a pie chart showing how each company's sales contributed to the total number of tickets sold in your class.

Company Name	# Sold	% of Total



Memo: Company Profit vs. Company Ownership KEY

Memo: Company Profit vs. Company Ownership

Friends First Movie Company has been profitable for the past several years. As the founder and president of the company, Steve owns 80 of the 100 shares of stock in the company. The company was recently valued at \$150,000.

Movies Unlimited, Inc. is another successful company in the movie production industry. Movies Unlimited was founded by Laurie, who recently sold the company but still owns 300 of the 1,000 shares of stock in the company. The company was recently valued at \$600,000.

1. Which individual, Steve or Laurie, currently has a larger dollar value based upon ownership in the company they founded? Show your work.

[Laurie has a greater value.]

Laurie's Value = $(300 \div 1,000) \times (\$600,000) = \$180,000$

Steve's Value = $(80 \div 100) \times (\$150,000) = \$120,000$

2. Which individual currently has a greater influence on the future direction of the company they founded? Explain how you made this conclusion in the space below.

[Steve has a greater influence.]

Steve owns a majority share of stock in his company and is the current president.]



Assessment Short Answer Questions

The following are supplemental questions to provide extra insight into your students' BizMovie experience. The questions are meant to be used in conjunction with the Pre- and/or Post-Assessment, but they could also be used as a type of formative assessment throughout the program.

Instruct your students to answer the following questions using complete sentences.

Suggested for Pre-Assessment and/or Post-Assessment:

- Why is it important for a business to keep track of its finances?
- What makes a business successful?
- Many people start their own business because they want to “be their own boss.” Do you think “being your own boss” is harder or easier than working for someone else?
- What do you think are the most important qualities/characteristics of a good team member? Why?
- Do you think all business owners are rich? Explain why or why not.

Suggested for Post-Assessment:

- If you were to start your own business, explain how you would fund the company. Provide reasons to support your answer.
- If you could have any job in a company, what would it be and why?
- If you were a venture capitalist, what kind of companies would you invest in? Explain.



My Own BizMovie (Part 2)

STEP 1- Design

1. It will take me _____ days to create a final version of my movie.
 2. My movie will cost \$ _____ to produce.
 3. I expect to fund my business this way: _____
-

STEP 2- Production

1. How many computer-animated movies will you be able to produce in a day? A week? A year? _____

-

STEP 3- Marketing

1. What is your slogan and logo?

Slogan: _____



Logo

2. How will you promote your movie? (circle all that apply)

flyers mailings posters movie trailers

other _____

STEP 4- Sales

1. I expect to make \$ _____ in revenue per year.
2. I expect to make \$ _____ in profit per year.