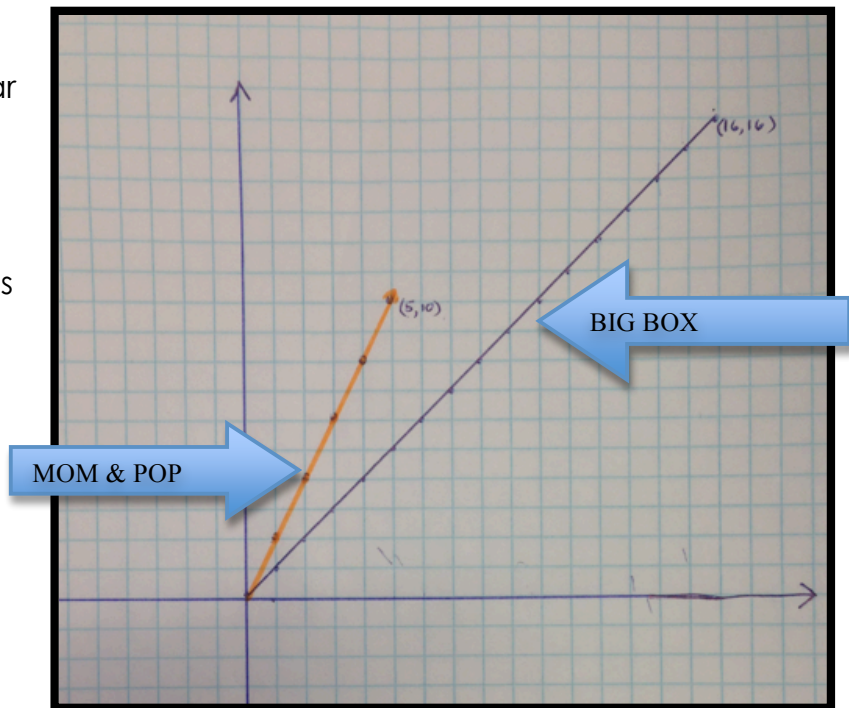


CONSTRUCTED RESPONSE

_____ Name _____ Date _____

“Mom & Pop” vs. “Big Box” Stores

Pictured is a graph showing the profit margins of a mom and pop store vs. a big box store for the sells of a particular new widget (item) they each sold last week. According to the graph, how much is the price of the widget at the mom and pop store? Compared to the mom and pop store’s price, what’s the price at the big box store? How many were sold at each store last week? What was the amount of money each store earned? Explain the big box store’s strategy according to its profit margin graph. Include in your response, the big box store’s function (of the profit line graphed). What does the X-axis have to do with this strategy? Does the strategy the big box store used have any downsides?



ANSWERS:

Mom & Pop widget price: _____

Big Box widget price: _____

Mom & Pop # items sold: _____

Big Box # items sold: _____

Mom & Pop \$\$ earned: _____

Big Box \$\$ earned: _____

Big Box store’s strategy: (use the back)