

Dear Parents and Students,

We are excited to say that Market Day is on the way! In conjunction with our Social Studies Economy unit, **we are planning Market Day on May 8th**. The students will be creating and making a product (craft) at home to sell at their “Desk Top Stores”. The goal of this activity is to help students understand the basic concepts of economics including producers, consumers, assembly line, profits, loss, price point, trade, barter, supply, demand, and costs spent to cover supplies.

The students will need to design and create a product to sell. They will need to **make 35 of their crafts** to sell on Market Day at their desk top store. Students should be resourceful and use recycled materials. Each child should not spend more than \$5.00 on his/her supplies. You can make many crafts from things in nature, or recycled items. For some great ideas be sure to visit **Pinterest and search crafts (Market day)**, or see your teacher for other suggestions.

Student Checklist:

- Decide on a product or craft to make. Discuss this with your parents.
- **Complete Business Plan** and turn it in to your teacher **by April 15th** for approval.
- Start making your crafts to sell on Market Day. Be sure to manage your time. Make a plan. Decide how many to make each day or weekend so that you have 35 of your products to sell on **Market Day, May 8th**.
- Come up with an advertisement plan. **Complete Advertisement Plan by April 24th**.
- Complete all 35 of your products.

On Market day, students will set up their desks like a booth with their advertisement poster and products to sell. We will make the poster in class. They just need to have their advertisement plan ready to go by April 24th. After they set up, they will market their product to the class, and then students will take turns shopping. That way they have the opportunity to be both a producer and a consumer. This is a great way for students to learn how marketing works and entrepreneurship.

Suggestions for Products/crafts:

Key chains

Pet rocks

Pom-pom pets

Pencil toppers

Bookmarks

Stationary

Jewelry

Clay pencil holders-clay figurines

Piggy banks

Please no:

wood guns

weapons of any kind

homemade stress balls-break and make a mess

no baked food items

no glass products

As a behavior incentive, students will earn or loose market money (paper money) according to behavior choices. This money will be used to buy products on Market Day.

