Arroyo, Joselyn

MHIS

NYC Wholesale Trip

Mr. Griffin’s entrepreneurship class

**NYC Wholesale Trip & Assignment**

Due Date Thursday December 1st

1. Repay $25 of startup monies by project due date.
2. Turn in all receipts (~ $45 for product)
3. Answer the following in report format to the teacher, attend to each point:
* Discuss the trip to NYC or having to purchase product at home
* Discuss the selling event or selling on your own
* How did the marketing/selling go?
* If given the chance to repeat the experience what would you do differently, explain.
* Have you liquidated your inventory yet? Why or why not?
* Did the experience meet your expectations? Why or why not?
* Any other information you feel is important for me to know in grading you
1. As an attachment to your report include your Purchases & Sales Spreadsheets and add the following calculations onto the bottom as I did:
* COGS
* Gross Profit
* ROI

***Grading Rubric***

Receipts turned in 0 1 2

Participation in marketing 0 1 2 3 4

Participation in selling event 0 1 2 3 4

Purchases spreadsheet 0 1 2 3 4 5

Sales spreadsheet 0 1 2 3 4 5

Calculations (COGS, ROI, GP) 0 1 2 3 4

Write up in report format (content) 0 1 2 3 4 5

Met deadlines as given 0 1 2 3

 Total Grade \_\_\_\_\_ / 32 = \_\_\_\_\_\_\_\_\_

On November 11, 2014, my business class attended a field trip to the wholesales district in New York City. We chose groups to travel and purchase products with once we got to the wholesales district. My group consisted of myself, Dustin, Devon, and Dean. We went to New York with a clear goal: to purchase a product together for a raffle and then individual items for each person to sell separately. It took us about an hour to get used to the area and figure out where the electronic shops were. Once we found them, we bought our individual items first. I myself bought a mini-speaker to resell at a higher price. I brought the seller down by two dollars, and made a deal with the seller to buy two fake soda cans at a few dollars cheaper, too. My other group members bought watches and chargers to resell. There was one store that sold Beats ear buds that we wanted to buy as a group, but the seller was not there. After visiting the store three time, the seller was finally there and we bought it by bringing the seller down to $90 instead of $100. After that, we walked 15 blocks to Toys R Us on Broadway. We thought we would go there just for fun, but we ended up purchasing a jumbo Nerds candy box as a group to raffle off as well.

We bought all of these products in preparation for the main selling event the day before Thanksgiving. My group did not communicate well, so we did not have a lot of advertising prior to the event. The day before, however, I traveled to classes to speak to underclassmen about the event, and created a poster for the event. In marketing for my own products, I spoke to family members about my products, but they did not seem to be interested. My mother bought most of the products, while two of my friends bought the other two products. The day of I was a little anxious because I thought I would be running our table alone, but my team pulled together. We sold a total of $117 in tickets. At the end of the event, we gambled with people in order to sell more tickets. For example, we told one customer that if they bought an arm span, we’d give them five more tickets free. I did not sell my other products at the event because I sold them prior to it to friends and family members.

If I was given the chance to do this over, I would do things a lot differently. First off, I would probably have not allowed my group to buy the Nerds Candy Box. We probably could have made a lot more money if we did not spend $25.00 on the Nerds. I also would have spent much more time preparing for the selling event. I would have made posters advertising the raffle. I feel that if we did, we would have gotten a lot more customers that came prepared with money to spend. The biggest issue we found was that not many students came with money. Maybe if we had advertised the event ahead of time, more students would have come with more money to spend.

I have liquidated all of my inventory. My group sold tickets and made $2.00 over profit for the Beats ear buds and the Nerd Candy Box. I liquidated my own inventory rather quickly. I sold the mini-speaker to my mother the night I came back from the wholesales trip. I bought it for $9.00 and sold it for $15.00, so I made a $6.00 profit. I sold the fake soda cans to individuals: one bought it for $8.00 after some gambling, and the other bought it for my original price of $10.00. Although I sold all my inventory, I wish I made more of a profit.

This project was harder than I expected. With many other things going on in my life, I felt I was not able to put in as much effort as I could have. I took some time outside of school for planning, and I was frustrated that some of my other group members did not put in equal effort. I feel that if everyone put in equal effort, we could have done a much better job. Sometimes there were tasks given to group members and they would not do it, so that was frustrating as well. It was stressful and I realized it is not easy to sell products at all. It makes me sympathize with smaller businesses more knowing how hard it is to attract customers to buy. I thought many students would be interested in the Beats raffle, but that was not so. Again, I feel that as if I did this project again, I would do a much better job and make much more of a profit.

In conclusion, I felt that this was a good learning experience. We went out to New York and practiced gambling with sellers to get products at a cheap price. Then, we learned the effects marketing has on customers by not marketing and learning we did not get as many customers as we had hoped for. Afterwards, we calculated each person’s profit, which required us to do a little math. Overall, I learned how hard it is to run a business that sells goods. Sometimes, not many customers are available, which can be a threat to a business, as it was to ours. I also learned that maybe if I went to New York again, I would take more time to browse in each store carefully to see what people would have actually been more interested in. I would bring more money in order to hopefully buy more products to make more of a profit. All of these things I can use when either dealing with businesses in the future, or having my own.

**RECEIPTS**

**NYC Wholesale District Trip**

**Student’s Name:** Joselyn Arroyo

|  |
| --- |
| **Store Name** Electronics Store |
| **Products** (2) Soda Cans & (1) Mini Speaker |
| **Amount** $19.00 |

|  |
| --- |
| **Store Name** Electronics/Perfume Store |
| **Products** (1) Beats Tour Ear Buds  |
| **Amount** $90.00 (I put in $15.00) |

|  |
| --- |
| **Store Name** Toys R Us |
| **Products** $25.00 |
| **Amount** $5.00 |

Wholesale Amt spent (~$50) \_\_$39.00\_\_

Total sold @ Retail \_\_$52.00\_\_

Gross Profit \_\_$13.00\_\_

 **LUNCH**

|  |
| --- |
| **Store Name** Hot Dog Stand, Burger King |
| **What you ate** 2 smoothies, 1 Hot Dog, 1 Small Fry |
| **Amount** $13.50 |

**Below are calculations on ROI, COGs, and Gross Profit**

|  |
| --- |
| ***Mr. Griffin******NYC Wholesale Goods******PURCHASES*** |
|  |  |  |  |  |
|  | **# units** |  |  | **Total** |
| **Date** | **bought** | **Product Description** | **cost/unit** | **Spent** |
| 11/11 | 1 | Mini-Speaker |  $ 9.00  |  $ 9.00  |
| 11/11 | 2 | Soda Can | $5.00 | $10.00 |
| 11/11 | 1 | Nerds Candy Box | $25.00 | $5. 00 |
| 11/11 | 1 | Beats Headphones | $90.00  | $15.00 |
|  |  5 |  |  |  |
|  |  |  |  |  |
|  |  |  | TOTAL | $39.00 |

|  |
| --- |
| ***Mr. Griffin******NYC Wholesale Goods******SALES*** |
|  | **# Units** |  |  |  |
| **Date** | **Sold** | **Product Description** | **Price** | **Total** |
| 11/11 | 2 | Soda Can | 5.00 | 10.00 |
| 11/25 | 15 | Tickets (for Beats Raffle) | 5.00 | 5.00 |
| 11/26 |  | Tickets (for Beats Raffle & Nerds Candy Box Raffle) | 112.00 | 112.00 |
| 12/1 | 1 (Wingspan) | Tickets (for Beats Raffle & Nerds Candy Box Raffle) | 5.00 | 5.00 |
|  |  |  |  |  |
|  | 18 |  |  |  |
| TOTAL |  | $132.00 |

**Calculations**:

Headphones **$90.00 COGS (I put in $15 towards this group item)**

Mini-Speaker **$6.00 COGS**

Soda Cans (2x) **$5.00 COGS**

Nerds Candy Box **$25.00 COGS (I put in $5 towards this group item)**

**$20/$115= 17.39% (Percentage of prof**

**Gross Profit**:

Sales – COGS = Gross profit

$52.00 - $39.00 = **$13.00**

**ROI**:

Ending wealth – beginning wealth X 100 $42 - $39 X 100 = **% 7.69**

Beginning wealth $39