**November BW**

Begin a file called **NOV BW** and save it to your USB Drive.

**Week 1 November 2-6**

**Bellwork M-T**:

If I negotiated in NY and got a deal for 2 dozen average quality ties for $54.

1. What is my cost for 1 tie?
2. What would your selling price be for each tie and WHY?

**Bellwork W-TH**:

If I negotiated in NY and got a deal for 1 dozen bluetooth speakers for $126.

1. What is my cost for 1 bluetooth speaker?
2. What would your selling price be for each bluetooth speaker and WHY?

**Bellwork F**:

What is *Z layout as it pertains to websites*? Explain what it is and why the concept is important to know.

**Week 2 November 9-13**

**Bellwork M-T**:

In the NYC Wholesale Project there is an ROI calculation. What does ROI stand for? What does it really mean? What do you want your ROI to be and WHY?

**Bellwork W-TH**:

On slide #9 Social Impact—

1. How would you define social impact?
2. What is your social impact for your business?

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**Bellwork F:**

Go to <http://www.luminaid.com/>

1. What do they sell and for how much?
2. A selling point is that it is ***sustainable energy***. What does this mean?
3. Where did this idea come from?

Week 3 November 16-20

**Bellwork M-T**:

1. How did negotiations go for you in NYC? Explain briefly.
2. What was your favorite thing about this experience?
3. What did you like least about this experience?
4. Was it worth the trip? Explain briefly.

\*\* if you did not go on the NYC trip, answer the above questions with respect to having to purchase merchandise locally.

**Bellwork W-TH**:

Go to <http://www.fabricanltd.com/>

1. What do you think of their business idea? What exactly do they sell?
2. List 4 of the business opportunities they list are possible with their product.

**Bellwork F**:

What are 2 important things you try to keep in mind when you need to present? Why?

Week 4 November 23-27

**Bellwork M\_T**:

Here is a link that could be very helpful to all of us. Check out <http://visual.ly/color-psychology-logo-design>.

You all have to make a PowerPoint for your final business plan. You will have to choose a theme and color scheme for their PowerPoint. You will have to create a logo for your business also. Your color choices are important. Check out the Color Psychology link. According to your color(s) choice what might it say about your business? Might you want to make a color change now or does your current color choice make sense?

1. In 3-5 sentences discuss your color(s) choice and what it might mean for your business.

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**Bellwork W-TH:**

Using the textbook, define each of the following briefly:

1. Intellectual property
2. Copyright
3. Patent
4. Trademark
5. Infringement
6. Philanthropy
7. Sustainability
8. Carbon footprint

**Bellwork F**:

Determine ***COGS*** for a ***Sling Bag:***

¾ yd floral chintz fabric $12.00 per yard

¾ yd lining material $4.00 per yard

thread $.75 each

Total COGS: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Week 5 November 30**

**Bellwork M-T**:

Determine ***COGS*** for a ***Windsock***:

½ yard rip-stop nylon $8.00 per yard

1 fraternity emblem $3.00 per dozen

thread $.75

1 swivel hardware $.96 for 24

Total COGS: \_\_\_$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_