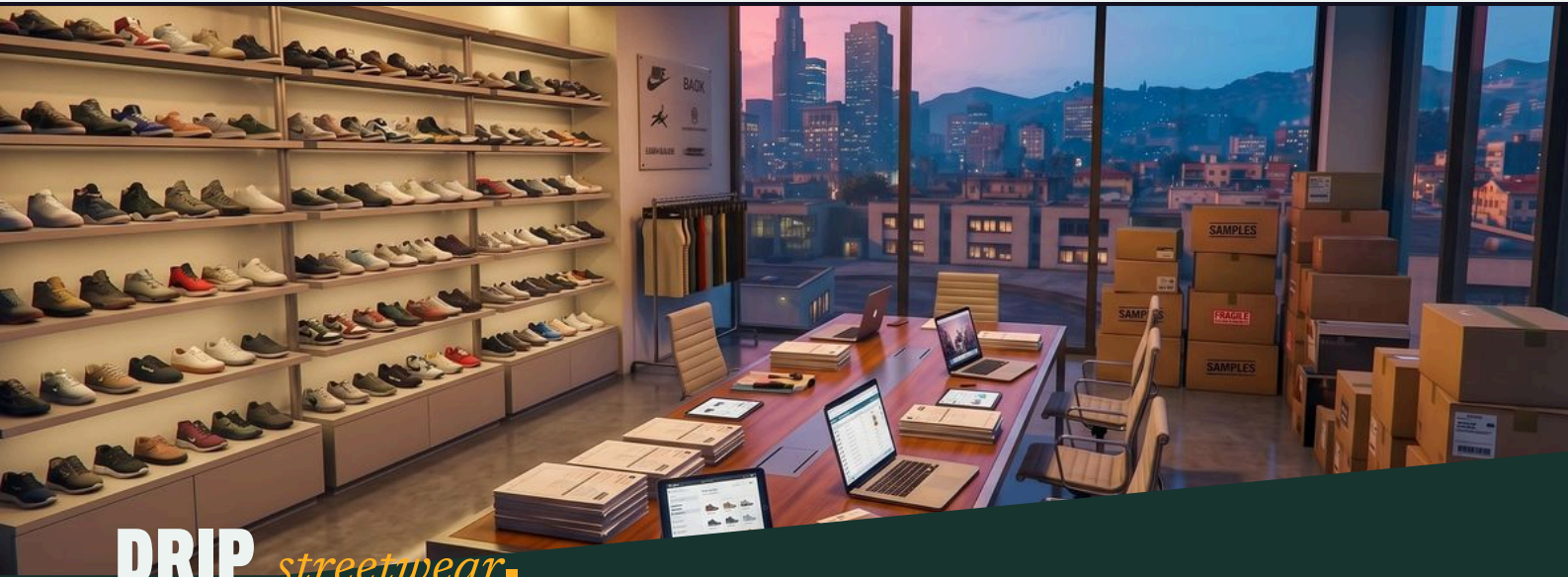


**DRIP** *streetwear.*SALES · DRIP
STREETWEAR**YOUR** *workbook.*

Sales at DRIP Streetwear. You write all your answers for Day 1 and Day 2 in this file.

BEFORE YOU START

Write your answers in the white boxes, in English. German words in brackets are fine when you get stuck. Save this file at the end of every day and keep it.

DAY 1 · SALES · DRIP STREETWEAR**SOLD OUT, AND NOW?****Your contact: Sven**

SALES · DRIP STREETWEAR

Open the internship page for Day 1 and keep it next to this workbook. Work through the steps in order.

— DAY 1 · STEP 1 OF 3

THE MORNING AFTER THE DROP

On the internship page: M1 (The morning after the drop).

Write two sentences. Sentence 1: Which problem does Sven want to solve with PriceBot? Use a number from the team chat. Sentence 2: Why is Malik worried?

Help: "Sven wants to use PriceBot because resellers ... Malik is worried because he ..."

— DAY 1 · STEP 2 OF 3

WRITE THE OFFERS

On the internship page: M2 (What Sales does), M3 (Sven's desk).

a) Order 1: calculate the total price for SoleMates, shipping included. Write down your calculation.

b) Order 2: calculate the total price for 45 pairs and for 50 pairs, shipping included. Then calculate the price per pair for both orders: total price ÷ number of pairs, rounded to cents. Answer the question of Kicks Corner in one sentence.

Help for b): "50 pairs cost only €... more in total, but one pair costs €... less, so ..."

c) Order 3: Sven's draft has a mistake. Write down the mistake, the correct total price and how much more Urban Feet would pay with Sven's draft.

Help for c): "Sven used the price for ... pairs, but Urban Feet orders ... So the correct price per pair is ..."

DAY 1 · STEP 3 OF 3

PRICEBOT AND A REAL CASE

On the internship page: M4 (How dynamic pricing works), M5 (A real case: Oasis tickets).

a) Use M4. Explain in two sentences when PriceBot raises the price and when it lowers it. Use the word "demand".

b) Use M5. Airlines have used dynamic pricing for years, and most people accept it. Why were the Oasis fans so angry? Give one reason in two sentences.

Sven writes to Leyla: *"With PriceBot, the fans who want the shoe most pay more, and people who can wait pay less. That's the fairest price there is."*

c) Use M1 and M4. Give one reason why Sven could be right and one reason why he could be wrong. One or two sentences each.

Help for c): "Sven could be right, because ... He could be wrong, because what someone can pay depends on ..., for example Malik ..."

— DAY 1 · MY NOTES

WHAT I LEARNED TODAY

Write three sentences, one for each important thing you learned today, in your own words. For example: how a volume discount works, and when PriceBot changes the price.

Done for today: save this file. Then open the internship page for Day 1 and let it check your workbook.

— DAY 2 · SALES · DRIP STREETWEAR

SAME SHOE, NEW PRICE?

**Your contact: Sven**

SALES · DRIP STREETWEAR

Open the internship page for Day 2 and keep it next to this workbook. Work through the steps in order.

— DAY 2 · STEP 1 OF 5

CALCULATE AND CHECK

On the internship page: M6 (PriceBot at DRIP: the facts).

a) Calculate DRIP's turnover at the last drop with the fixed price.

b) Calculate DRIP's turnover with the PriceBot plan.

c) How much more turnover does DRIP make with PriceBot? Give the difference in euros and in percent of the fixed-price turnover. Round to one decimal place.

d) How much extra money did the resellers make in total at the last drop? First calculate the extra money per pair (their selling price minus DRIP's price), then for all 80 pairs.

— DAY 2 · STEP 2 OF 5

TEST PRICEBOT YOURSELF

On the internship page: Step 2.

Malik, an apprentice, wrote to DRIP on Day 1: *“Hi DRIP, is it true that the price will change during the next drop? I'm an apprentice, and I've saved for two months to have exactly €119. If the shoe costs more at 8 p.m., I can forget it.”*

Write your answer to Malik in three sentences. Sentence 1: Which pairs can he afford with his €119 under the PriceBot plan? Sentence 2: How many pairs are sold before those? Sentence 3: What happens to Malik when more people want the shoe? Use the simulator.

Help: “Hi Malik, with PriceBot you can only buy one of the ... pairs for €... . Before that, ... pairs are sold. If many people want the shoe, ...”

— DAY 2 · STEP 3 OF 5

ZOOM OUT: THE WHOLE CITY

On the internship page: Step 3.

a) What happens to customers? Complete this sentence in the box: “Most shops change their prices with demand, so customers ..., therefore ...”

b) Which group of people in Ohm City gains the most from dynamic pricing everywhere, and which group loses the most? Name both groups and explain in two sentences.

c) Should shops be allowed to change the price while people are already buying? Tick exactly one box.

- ☐ Yes, shops may change prices freely
- ☐ Yes, but only with a highest price that is shown before people buy
- ☐ No, the price stays the same while people are buying

d) Explain your choice in c) in two sentences. Then name one weakness of your choice in a third sentence.

Help: Think of the Oasis fans and of Malik. "We choose ..., because ... One weakness is that ..."

— DAY 2 · STEP 4 OF 5

YOUR PRICE RULE AND YOUR STATEMENT

On the internship page: Step 4.

a) Write DRIP's price rule for the next drop in one or two sentences. Your rule answers three questions: Does DRIP use PriceBot? How many pairs does DRIP sell at which price? What does DRIP do against resellers?

Help: "DRIP sells ... pairs for €..., and ... To stop resellers, DRIP ..."

b) Prepare your statement. Write exactly three sentences, one in each box.

Sentence 1 starts with: "Our rule is ..." Write your rule from a) again as one sentence and start it with these words.

Sentence 2 starts with: "The strongest reason for our rule is ..." Use a number from Step 1, a fact from M6 or the Oasis tickets (a ticket for £148.50 could cost £355.20).

Sentence 3 starts with: "The biggest weakness of our rule is ..., and we deal with it by ..."

Help for sentence 3: "The biggest weakness of our rule is that customers like Malik ... / that resellers ..., and we deal with it by ..."

c) Everyone prepares this part. Ms Borgwardt chooses some of you to read their three sentences out loud. Then two classmates ask two questions: "Who loses because of your rule?" and "How much does your rule cost?" Write your answers here, one or two sentences each.

Question 1: "Who loses because of your rule?"

Help for question 1: Think of Malik. If your rule keeps one fixed price, think of DRIP and of the fans who lose against the resellers' bots.

Question 2: "How much does your rule cost?"

Help for question 2: Calculate DRIP's turnover with your rule, like in Step 1 b), and compare it with the turnover with one fixed price from Step 1 a). "With our rule, DRIP makes €... . That is €... more / less than with one fixed price." If your rule stops resellers, say what happens to the extra money they made at the last drop (Step 1 d).

— DAY 2 · STEP 5 OF 5

THE STATEMENTS

On the internship page: Step 5.

First, while you listen: who loses in each statement? A few words for each one. Then think about all the answers to the first question, “Who loses because of your rule?” Write two sentences under your notes: What do the people who lose have in common?

Help: Look at your notes. Do the people who lose decide about the rule? “Most of the people who lose are ... They all ...” If you missed the statements: leave out the notes and write two sentences. Think of Malik, and of the people who lose under your own rule. What do they have in common?

— DAY 2 · MY NOTES

WHAT I LEARNED TODAY

Write three sentences, one for each important thing you learned in Sales, in your own words. For example: what PriceBot changes for DRIP's turnover, and what your rule changes for someone like Malik.

Done for today: save this file. Then open the internship page for Day 2 and let it check your workbook.

