Mini CEOs
ONE80 ACADEMY

LESSON 3

Ages 9 to 12 · 25 minutes

Why cheapest is not best

Kids almost always pick the lowest price, because low price feels fair. Here is the problem: if you charge so little you make nothing, **you cannot buy more lemons and the business stops.** Being cheap is not the same as being good.

1 Three sellers, same street

All three sell the same drink. Each cup costs 40 cents to make. Fill in the boxes.

Seller	Price	Profit per cup	Why would somebody buy from them?
Sam	45 cents		
Ava	75 cents		
You			

2 Giving people a reason

Ava charges the most and still sells out. Write three things Ava could be doing that are worth the extra money to a customer.

MY PRICE

$_____

MY PROFIT PER SALE

$_____

SALES TO REACH $20

_____

3 The hardest question on this page

What do you give people that the cheapest seller does not?

Mini CEO tip: people pay more when they know why. Give them a reason.