

## Reselling for Profit

Story By: Andrew Frinkle

Kasey wanted to make money to buy a new phone. Phones weren't cheap, and she couldn't do enough chores at home to pay for what she wanted. She wasn't going to stay stuck in the digital dark ages, either, so she needed some capital.

She racked her brains for ideas. Things like lemonade stands and lawn service and dog-walking were preferable to babysitting, but nothing paid well enough. She continued to scrimp and save, but no real windfall came her way. Short of winning the lottery, which she couldn't even play at her age, she wasn't getting her phone.

Then, one day at the grocery store with her mother, she noticed that a candy bar sells for \$1.00 for just one. She walked back to the candy aisle and looked at the package price. For a 6-pack, it was only \$4.00. If she sold candy bars, she'd make \$2.00 per case. She looked more, and found that the 12-pack was an even better deal. She could get 12 for \$7.00, so if she sold that many, she'd almost double her money. An idea was definitely forming.

Kasey had her mother take her to the warehouse club, where they sold huge boxes of stuff. She looked at the case of 24 candy bars, which was only \$10.00 there. Wow, she could more than double her money. The math was pretty easy, too.

At \$1.00 per bar, buying them individually from the gum rack by the cashier at the store was the worst deal. The 6-pack was about \$0.67 each, so she could make \$0.33 selling those. The 12-pack was about \$0.58 each, so her profit per bar was \$0.42, which was better, but not the best. The warehouse club sold 24 in a case, at a price of about \$0.42 per candy bar, giving her a profit of \$0.58, which was excellent.

Mom looked at her weirdly when she invested \$50 of her own money for 120 candy bars. She didn't think it was so weird when they all sold in two afternoons at the park and Kasey had doubled her money. Mom was so thrilled that she took her daughter back to the warehouse club to get more. Then they even tried some other candies. Soon, it was a little business between the two girls. Even Dad was very impressed with their profits, their math, and their entrepreneurial spirit. *Kasey's Koncessions* was a huge hit.



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Use the information in the story to answer the questions below.

1. Why does Kasey need money?
  - A. for a trip
  - B. for a dress
  - C. for a phone
  - D. for shoes
  
2. Which of these is NOT one of Kasey's ideas for making money?
  - A. lemonade stand
  - B. lawn service
  - C. dog walking
  - D. delivering papers
  
3. Where is Kasey when she gets her big idea finally?
  - A. at the park
  - B. at the store
  - C. at the beach
  - D. at school
  
4. Where does Kasey find the best deal that offers her the most profit?
  - A. the store's individual bars
  - B. the warehouse club's case
  - C. the store's multipacks
  - D. online
  
5. How do mom's feelings about Kasey's business change?
  - A. She thinks it is funny and then cute.
  - B. She loves it and then thinks it is too much work.
  - C. She thinks it is a crazy idea and then she hates it.
  - D. She thinks it is weird and then really great.

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