**April 18th, 2024**

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Dear Parents:

Our class will be participating in an exciting and educational economicsproject called **Desktop Stores**. This is a project-based learning opportunity that allows students to become entrepreneurs who will design, create, advertise, and sell their own homemade products. Thisproject will include lessons on pricing, profit vs. loss, scarcity, supply and demand, advertising, incentives, opportunity cost, bargaining, bartering, and trading. Students will be asked to create **10** products and an advertisement to go with their product. They will sell these in our third grade “store” on **May 17th**.

**The Product**:

I am asking that students spend **$5 OR LESS** (total) *making* items at home that other students will want to buy from their desktop store. Students will make exactly **10** of the ***same*** item to sell. They will be using “play money” in the store to make their purchases from others, which I will provide on our desktop store day (students will receive $25.00 of fake money to spend). I encourage you to help your child be as creative as possible and use things around the house, reducing or even eliminating expenses. There are a lot of “do-it-yourself’ websites such as pinterest.com from which you can get some ideas. Please keep in mind:

* The cost for your child’s product should be **less than $5** for all 10 items.
* Food items are not permitted.
* **1** prototype must be brought to school on **Tuesday, May 14th.**
* An advertisement must be created to present on **Tuesday, May 14th.**

**The Advertisement**:

Students will create an advertisement to help promote their product. These advertisements (PPT, poster, commercial, speech, Flipgrid, a song or rap) will be presented in class. Including a “jingle” or catch phrase would attract more interest for their product on advertisement day but is not required. These are due on **May 14th** to present to their class. Think of creative ways to showcase your product to get other excited to buy it.

**The Store**:

For each student’s “store,” they may bring in displays, signs, and desk coverings. Examples of a display could be a shoebox turned upside down. An example of a table covering could be a kitchen towel. Examples of signs would be a pos`ter with the name of their store and product being sold, “open” and “closed” signs, as well as incentives like “buy one/get one free” or any other type of coupon in case sales are slow. These Store displays will be brought to school on our Store selling day: **May 17th**. Their store will be roughly the size of a desk’s top.

Please talk with your child about a possible product to create, fill out the form below, detach it, and return it to me no later than **Friday, April 26th,** so I can approve the creation or make an alternate suggestion. *For ease, I have put a timeline attached to this letter.*

The students are very excited about this learning opportunity! Thank you in advance for your continued support. Feel free to contact us with any questions.

Sincerely,

Ms. Capps, Mrs. Powell, & Mrs. Tyson

* Please detach this bottom portion and return no later than **Friday, April 26th**, signed.

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Your child’s product idea: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Important Desktop Store Due Dates

**April 18th:**

Letter goes home and brainstorming of product ideas begins!

**April 26th:**

Final product idea turned into teacher for approval (bottom of letter)

**May 14th:**

Present commercials/advertisements to class + ONE sample item due

**May 17th:**

**ALL** items due and desktop stores open

**April 18th- May 17th:**

Work on creating items AND work on creating advertisements at home.