

Calculating the Better Price of a Sales Promotion

- Two local restaurants have promotions for families.
Restaurant A – Two kids eat free from the kids menu (kids meals usually cost \$6.00). Additional kids meals must be paid in full. Adult meals are \$12.99. This promotion is on Monday evenings only.
Restaurant B – All children eat for free. Adult meals are \$16.99. This promotion is valid Monday to Friday.

The Smith family has 2 adults and 3 children. Which restaurant should they go to?

Restaurant A

They would pay 2 adult prices:

They would pay 1 child price:

Total amount:

Restaurant B

They would pay 2 adult prices:

- Jason, a contractor, is putting the finishing touches on a new home. He needs to put light bulbs in all of the light fixtures. He requires 18 fluorescent light bulbs to finish the job. Home Depot sells a case of 12 for \$56.94, or a case of 36 for \$77.88. What is the better deal?

3. A truck dealership has a sales promotion on right now. *Buy a new vehicle, and get a free 3 day trip to Las Vegas.*

a. How is this promotion good and bad for the customer?

b. How is this promotion good and bad for the dealership?