**North East School Division**

**Unpacking Outcomes Module 14 : Introduction to Merchandising (Core)**

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| **Unpacking the Outcome** | | |
| Evaluate --> Operation (merchandising business)  Evaluate --> Viability (merchandising business) | | |
| **Outcome**(circle the verb and underline the qualifiers) | | |
| Evaluate the operation and viability of a merchandising business from an accounting perspective.  Suggestion– should be done in conjunction with Module 16 and assessed simultaneously.  Note- Although introduced at the beginning of the accounting cycle for a merchandising business this outcome needs to be evaluated at the end of the cycle. | | |
| **KNOW** | **UNDERSTAND** | **BE ABLE TO DO** |
| Vocabulary:  Service Business   * Define and give examples   Merchandising business   * Define and give examples   Producer  Manufacturer  Wholesaler   * Define and give examples   Retailer  Consumer  Acquisition Price  Selling Price   * Define * what to consider to accurately set a price   Markup and Mark down  Periodic Inventory  Perpetual Inventory | That  The highlighted sections would be touched on at a later date and may only be a touch point.  Compare and contrast a service and merchandising business. Know that the key difference is inventory and cost of goods sold.  The details of the key components are cost price, profit, overhead, selling price, salaries, delivery, advertising, income tax benefits, primary or secondary source revenue, supplier and markdown. | 1. Investigate the difference between a service business and a merchandising business. 2. Analyze local, provincial, national, and international examples of merchandising (buying and selling) between producer, manufacturer, wholesaler, retailer, and consumer. 3. Evaluate business decisions related to import/export costs, product sustainability, locally vs internationally merchandise and the impact those decisions have on the financial profits/loss of a business. 4. Identify examples of merchandising businesses within the community and examine the viability of the business. 5. Interview an owner of a merchandising business in the community to discuss operational information. 6. Explain the difference between the acquisition price and the selling price of a product. 7. Discuss the meaning of markup, margin, and markdown. 8. Explain purchases and their related accounts as being the main record of costs of the merchandise for resale in a periodic inventory system. 9. Design a proposal for a home-based or online merchandising business, including components such as cost price, profit, overhead, selling price, salaries, delivery, advertising, income tax benefits, primary or secondary source revenue, supplier and markdown. |
| **ESSENTIAL QUESTIONS** | | |
| What is the key difference between a service business and a merchandising business?  Is this company viable? | | |