

## Teaching notes

**Age group:** Years 8-9.

**Learning objectives:**

- to learn about the range of offers you may be presented with
- to understand how to compare offers and why this is important
- to evaluate offers and compare prices in order to find the best deal.

## Resources

There is enough material for a one-hour lesson. Provide calculators if you wish.

**Handouts:**

- Introduction (p.4)
- Understanding supermarket offers (pp.5-6)
- Extension/homework (p.7)
- Plenary (p.6)
- Remember - tips list (p.6)

## Answers and critical thinking questions

### Introduction

|                        |                      |   |
|------------------------|----------------------|---|
| <b>Sara (bag):</b>     | <b>Bad deal</b>      | £15.00 with a 20% discount is £12.00 which is £1.00 more than at Doreen Perkys.   |
| <b>Ash (trainers):</b> | <b>Good deal</b>     | £36.00 with 1/3 off would be £24.00, saving £2.00 compared with £26.00.   |
| <b>Gloves:</b>         | <b>Bad deal</b>      | 'Special offer' gloves are £4.00 per pair, compared with £3.50 per pair without the offer. If Sara bought 5 pairs of gloves without the deal, it would cost £17.50, saving £2.50 compared with the 'special offer'. |
| <b>Skirt:</b>          | <b>Good deal</b>     | Special offer skirts are £6.75 each, compared with the normal £7.25. Two skirts at £7.25 would normally be £14.50, so it's a saving of £1.00 if you take the deal at £13.50.  |
| <b>Bracelets:</b>      | <b>Good deal</b>     | If we work out the unit cost of the 8 bracelets (47.5p each) versus the unit cost of 12 bracelets with the special offer (45p each), the special offer of 12 at £5.40 is a better deal.                             |
| <b>Shirt:</b>          | <b>No difference</b> | There is no difference between buying 4 shirts separately and the special offer.  |
| <b>DVDs:</b>           | <b>Bad deal</b>      | Special offer DVDs cost £3.50 each, compared with the normal £3.00. The offer is 4 DVDs for £14, but buying 4 individually would be £12.00, a saving of £2.00.  |
| <b>Carrot cake:</b>    | <b>Good deal</b>     | Special offer cake is £3.47 per kg compared with £3.78 per kg. 1.5kg is 3 times the weight of 500g, which would be 3 x £1.89 = £5.67 without the offer. The offer of £5.20 gives a saving of 47p.                   |

**Critical thinking:** Ask students to think about the number/quantity that Sara and Ash are buying. *Do they need 5 pairs of gloves? What if they wanted a number of bracelets other than 8 or 12? How long will the carrot cake keep?*

**Understanding supermarket offers**

**Pizzas**

The prices are:

|          | 1. Brainsbury's                         | Shortcuts          | 2. Fresco  | Shortcuts          |
|----------|---|--------------------|--|--------------------|
| 3 pizzas | $\text{£}1.45 \times 3 = \text{£}4.35$  |                    | $\text{£}2.10 \times 2 = \text{£}4.20$   |                    |
| 4 pizzas | $\text{£}1.45 \times 4 = \text{£}5.80$  | 1 pizza x 2 x 2    | $(\text{£}2.10 \times 2) + \text{£}2.10 = \text{£}6.30$                            |                    |
| 6 pizzas | $\text{£}1.45 \times 6 = \text{£}8.70$  | 3 pizzas x 2       | $(\text{£}2.10 \times 2) + (\text{£}2.10 \times 2) = \text{£}8.40$                 | 3 pizzas x 2       |
| 7 pizzas | $\text{£}1.45 \times 7 = \text{£}10.15$ | 6 pizzas + 1 pizza | $(\text{£}2.10 \times 2) + (\text{£}2.10 \times 2) + \text{£}2.10 = \text{£}10.50$ | 6 pizzas + 1 pizza |

So the better offer:

- a. for 3 pizzas is 2. Fresco
- b. for 4 pizzas is 1. Brainsbury's
- c. for 6 pizzas is 2. Fresco
- d. for 7 pizzas is 1. Brainsbury's.

Again, it is informative to work out the price per pizza. For example, at Fresco:

| No. of pizzas | Cost per pizza             | No. of pizzas | Cost per pizza            | No. of pizzas | Cost per pizza            |
|---------------|----------------------------|---------------|---------------------------|---------------|---------------------------|
| 1             | <b>£2.10 (worst price)</b> | 4             | £1.58                     | 7             | £1.50                     |
| 2             | <b>£2.10 (worst price)</b> | 5             | £1.68                     | 8             | £1.58                     |
| 3             | <b>£1.40 (best price)</b>  | 6             | <b>£1.40 (best price)</b> | 9             | <b>£1.40 (best price)</b> |

Because the offer is 'buy two get one free', the best price per pizza is when you buy multiples of three.

**Critical thinking:** Again, ask students to think about how many pizzas they actually need and whether they've got a freezer to keep any extras.

## Chocolate biscuits

The prices per packet are:

3.  $(£1.80 + £0.90) \div 2 = \text{£}1.35$  per packet (but you have to get two packets)
4.  $£1.80 \div 2 = \text{£}0.90$  per packet (but you have to get two packets)
5.  $£1.80 - £0.36 = \text{£}1.44$  per packet
6.  $£1.80 - £0.59 = \text{£}1.20$  per packet
7.  $£3.15 \div 3 = \text{£}1.05$  per packet (but you have to get three packets)
8.  $(£1.80 \times 2) \div 3 = \text{£}1.20$  per packet (but you have to get two packets).

|                           | Best offer  | Worst offer  |
|---------------------------|---|--------------|
| a. for one packet         | 6. = 1/3 off  | 5. = 20% off |
| b. for three packets      | 7. = 3 for £3.15  | 5. = 20% off |
| c. for four packets       | 4. = 2 for the price of 1   | 5. = 20% off |
| d. if you only have £1.50 | 6. = 1/3 off (If you had another 30p you could get two packets for the price of one.) | 5. = 20% off |
| e. per unit               | 4. = 2 for the price of 1 (This is the biggest percentage discount, i.e. 50% off.)    | 5. = 20% off |

### Critical thinking:

*How long did it take you to work this out? Did you use a calculator? Could you have done it without?*

*Would you: choose which supermarket to go to because of their offers; buy more products than you wanted because of an offer; buy unhealthy products rather than healthy ones because the unhealthy ones were on offer?*

## Toothpaste

**Critical thinking:** *With their special offers, do you think supermarkets are trying to save customers money, or are they trying to make people buy as many products as possible, like in this exercise?*

## Extension/homework

The apples and cheese calculations are straightforward. The shower gel and tea bags ones are more complicated.

**Apples:** The price per gramme at Fresco is  $280 \div 800 = 35\text{p}$ . The price at Borrison's is  $145 \div 500 = 29\text{p}$ . **Borrison's** is better value.

**Manchego cheese:** The price per gramme at Fresco is  $162 \div 125 = 1.296\text{p}$ . The price at Borrison's is  $1320 \div 1000 = 1.32\text{p}$ . **Fresco** is better value.

**Shower gel:** The price per millilitre at Fresco is  $(147 \times 2) \div (350 \times 3) = 294 \div 1050 = 0.28\text{p}$ . The price at Borrison's is  $250 \div 1000 = 0.25\text{p}$ . **Borrison's** is better value.

**Tea bags:** The price per bag at Fresco is  $(375 \times 0.8) \div 240 = 1.25\text{p}$ . The price at Borrison's is  $(120 \times 0.9) \div 80 = 1.35\text{p}$ . **Fresco** is better value.

**Introduction**

The sales are on in town and Sara and Ash went shopping. They each think they found better bargains than the other. Have a look below at the offers they took advantage of. Did they get a good deal?



**Sara**

My best bargain was this discounted bag from Top Store. It was in Doreen Perkys for £11, but Top Store had the same bag for £15 but with a 20% discount so I bought it.



**Ash**

My best bargain were these trainers. In one shop the pair cost £26, but I found the same trainers for £36 with 1/3 off so I bought them.



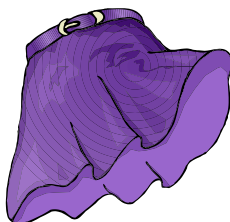
Here are some of the other bargains Sara and Ash found in the shops:



1 pair of gloves for £3.50  
or 5 pairs for £20



1 shirt for £4.50  
or 4 for £18



1 skirt £7.25  
or 2 for £13.50



1 DVD for £3 or buy 3 for £14  
and get one free



8 bracelets for £3.80  
or 12 for £5.40



500g of carrot cake for £1.89  
Special offer: 1.5kg for £5.20

## Understanding supermarket offers

Look at the supermarket offers below (numbered 1-8) and answer the questions.

### Pizzas

1. Brainsbury's supermarkets have a half-price offer on pizzas. Pizzas are normally £2.90.
2. In Fresco supermarkets, pizzas are on special offer too: pizzas are normally £2.10 but they have a 'buy two get one free' offer at the moment.

Which is the better offer:

- a. for 3 pizzas .....
- b. for 4 pizzas .....
- c. for 6 pizzas .....
- d. for 7 pizzas? .....



### Chocolate biscuits

All the different supermarkets have special offers on chocolate biscuits. Each packet costs £1.80.

3. Buy one, get the second half-price
4. 2 for the price of 1
5. 20% off
6. 1/3 off
7. 3 for £3.15
8. Buy 2 get 1 free



Which is the best offer and which is the worst offer:

|                           | Best offer | Worst offer |
|---------------------------|------------|-------------|
| a. for one packet         |            |             |
| b. for three packets      |            |             |
| c. for four packets       |            |             |
| d. if you only have £1.50 |            |             |
| e. per unit?              |            |             |

### Toothpaste

Think up your own marketing offers to sell as many tubes of toothpaste as possible at £2.80 per tube.

**Plenary**

‘Whenever I go into [big supermarkets], I feel that I’m constantly doing battle with them, trying to suss out their latest ploys to confuse, cheat and outwit me.’

Malcolm Mort, a consumer, in a letter to *The Times* newspaper

Why do you think Mr Mort said that? Give examples from the offers you have looked at in this lesson and other examples you have seen or heard about.

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**Remember - before you go in for those amazing offers ...**

- Read the small print, e.g. ‘Mix and match 3 for 2 (cheapest one free)’. If you’ve taken two cheap t-shirts and a branded hoody, you won’t get the hoody free!
- Beware of ‘budget’ and ‘best price’ options - they aren’t always the cheapest!
- Work out how much you will actually be paying per item. Is the offer really a good deal?
- Do you really need to buy that many products? If it’s a perishable item, will you use it before the ‘best before’ date?

**Extension/homework**

At Fresco, apples are £2.80 for 800g

At Borrison's, apples are £1.45 for 500g



Which is better value? .....

At Fresco a 125g block of Manchego Cheese is £1.62

At Borrison's Manchego Cheese is £13.20 for 1 kg



Which is better value? .....

At Fresco a 350ml bottle of shower gel costs £1.47. It is on special offer today - buy 3 for the price of 2.

At Borrison's a 500ml bottle of shower gel costs £2.50. They have a special offer today buy 1 get 1 free.



Which is better value? .....

At Fresco 240 own-brand tea bags are £3.75 but with a Fresco card you get a 20% discount.

At Borrison's 80 own-brand tea bags are £1.20 but with a Borrison's card you get 10% off.



Which is better value? .....