Plan Wisely

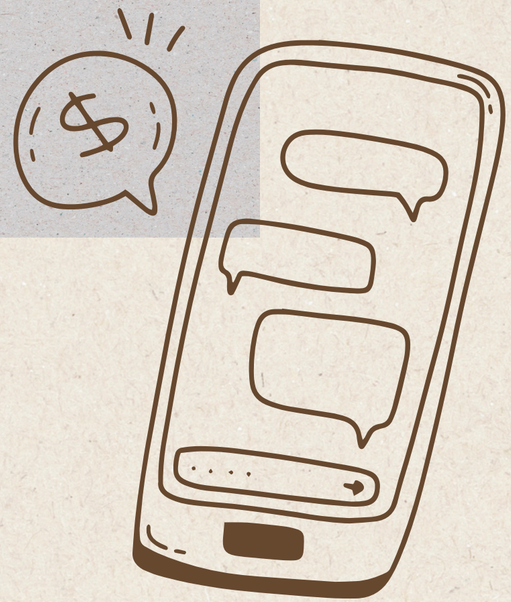












1

Luis has a small pizza restaurant. A new supplier sells cheese for 30% less money, but the cheese is not very famous.

INVEST



DON'T INVEST



1 CORRECT ANSWER:

DON’T INVEST



If the cheese quality is lower, customers may not like the pizza and may stop coming.

2

A small bakery receives a very big order for cakes from a new customer. To complete the order, they must work extra hours and buy more ingredients

INVEST



DON’T INVEST



2 CORRECT ANSWER:

INVEST



Big orders can bring good money and new customers. It can help the business grow.

3

Marta has $3,000 saved in her clothing shop, and she wants to spend them all on new products for her store

INVEST



DON'T INVEST



3 CORRECT ANSWER:

INVEST



New products can attract customers and increase sales.

4

A coffee shop has few customers in the morning. To call the attention of more customers, they want to lower their prices

INVEST



DON'T INVEST



4 CORRECT ANSWER:

INVEST



Lower prices at quiet times can increase sales.

5

A small business can pay $200 for online advertising this month

INVEST



DON’T INVEST



5 CORRECT ANSWER:

INVEST



Advertising can help new customers discover the business.

6

A small factory can buy a machine that makes products twice as fast, but the machine is REALLY expensive

INVEST



DON’T INVEST



6 CORRECT ANSWER:

INVEST



Faster production can increase sales and profit in the future.

7

The owner’s friend needs a job. The friend is kind but has little experience.

INVEST



DON’T INVEST



7 CORRECT ANSWER:

DON’T INVEST



Experienced workers usually work faster and make fewer mistakes.

8

A clothing store wants to sell old products from last season at the regular price.

INVEST



DON'T INVEST



8 CORRECT ANSWER:

DON’T INVEST



Old products at regular prices won’t sell. Discounts can help sell old products and make space for new ones.

9

A small restaurant is usually full at night, and they want to rent a bigger place. However, their incomes may be affected for a couple of weeks

INVEST



DON'T INVEST



9 CORRECT ANSWER:

INVEST



Regardless of the risk, a bigger place allows more customers and more sales.

10

A small bakery that offers 5 really well-selling products wants to sell 20 different products, but they only have a small kitchen. Should they invest in the production of more products?

INVEST



DON'T INVEST



10 CORRECT ANSWER:

DON’T INVEST 

It is easier to control quality when there are fewer products.