

Use international stat card. You are checking to see if it is sensible setting up a food and drink booth at Southside Stadium for the next big rugby match. Research the situation, provide a report on the food, and drink sales recommending:

1. What should be on hand for sales.
2. Proposed sales.
3. The expenses you will have and the likely profits.
4. The number of outlets to sell your food and drink.

You need to examine:

1. The mark-up on food and drinks. (This is the difference between the price you pay for the food and drinks, and the price you sell them at).
2. The equipment required for some food and drinks.
3. The size of the crowd.
4. What sort of crowd you will get (children to adults).
5. What the crowd will eat and drink.
6. What brands of food and drink are more popular etc.

You may need to form a questionnaire for some of this research. This may help you when you come up with your recommendations.

Useful Information

Projected Crowd Numbers		
Children	Adults	Senior Citizens
5,000	15,000	2,500

Hire Cost Items	\$ per day
Freezer	\$20
Refrigerator	\$30
Pie Warmer	\$25
Fryer	\$45
Tents (4x5m)	\$40

Mark-up for food and drink is at least 100%. Therefore a can of fizzy drink you buy for 50 cents sells for \$1.