

# Internet Activity Presentation Planner

## Introduction to Business Chapter 22 Making Consumer Decisions

In Chapter 22, you learned that, “There are three factors that affect a consumer’s decision on where to shop: the kinds of goods and services sold, prices, and convenience.” One of the places many consumers shop is a warehouse store. Warehouse stores are large stores, usually the size of a football field, that sell food and nonfood items in bulk quantities at low prices. Some warehouse stores require customers to become members in order to receive privileges and discounts. Produce and present a 10-minute talk about warehouse stores and their popularity. Discuss both the advantages and disadvantages that at least two different warehouse stores offer consumers.

### *Action Steps for Planning a Presentation*

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

### 1. Build Background Knowledge

#### **Did You Know?**

*Think about these fascinating facts and what they might have to do with issues related to your topic.*

#### **[begin bulleted list]**

- Wal-Mart, the largest warehouse store, opened in 1962.
- Wal-Mart had \$245 billion in revenue in 2002.
- Every week, 138 million shoppers visit Wal-Mart’s 4,750 stores.
- Every year Wal-Mart loses \$2 billion in theft.
- Wal-Mart is the biggest employer in 21 states.
- The average Wal-Mart worker lives below California’s poverty line.

#### **[end bulleted list]**

#### **Questions to Ponder**

*Think about these questions and what they might have to do with issues related to your topic.*

#### **[begin bulleted list]**

- What attracts people to warehouse stores?
- What impact do warehouse stores have on the community?
- Why do some warehouse stores require a membership to shop there?

- How do warehouse stores keep prices low?
- Are there any items that warehouse stores do not sell?
- What kinds of obstacles do warehouse stores face when they open?

**[end bulleted list]**

**Key Search Words**

*Use these key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.*

Wal-Mart, unemployment, Costco, bulk foods, wholesale

**Web Sites**

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## 2. Decide on Your Topic

### **Narrow Your Focus**

*Complete the following flow chart to narrow your topic. Choose a topic that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.*

Warehouse Stores > \_\_\_\_\_

Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

(Teacher's Signature)

## 3. Conduct Research

### **Maintain a Bibliography**

*In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.*

#### **Books**

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#### 4. Write an Outline

##### **Main Ideas and Details**

*Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.*

##### I. Introduction

A. \_\_\_\_\_

B. \_\_\_\_\_

##### II. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### III. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### IV. Main Idea

A. \_\_\_\_\_

B. \_\_\_\_\_

##### V. Conclusion

A. \_\_\_\_\_

B. \_\_\_\_\_

## 5. Plan Visual Aids

### **Charts, Graphs, Photos, and Video Clips**

*Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.*

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### **Tips on Creating and Using Visual Aids**

**[begin bulleted list]**

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

