

Year 6 Project Pack: Theme Park

During this project, you will:

Develop your problem-solving and thinking skills.

Make decisions and choices.

Strengthen your ability to work collaboratively within a team.

Use a range of mathematical and literacy skills.

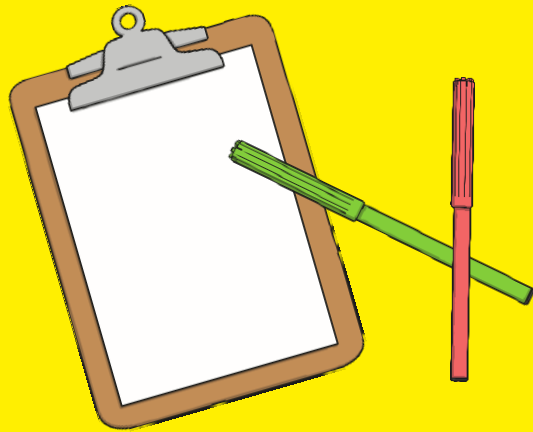
Have fun!



Lesson 1: The Brief

You and your three business partners have bought a plot of land (measuring approximately 1km²).

You have recently been granted planning and permission to build a theme park as the local council feel the attraction would bring income and jobs within the local area.



You have been granted a substantial business loan of £5 million for building and start-up costs.



Discussing Business Ideas: Target Market

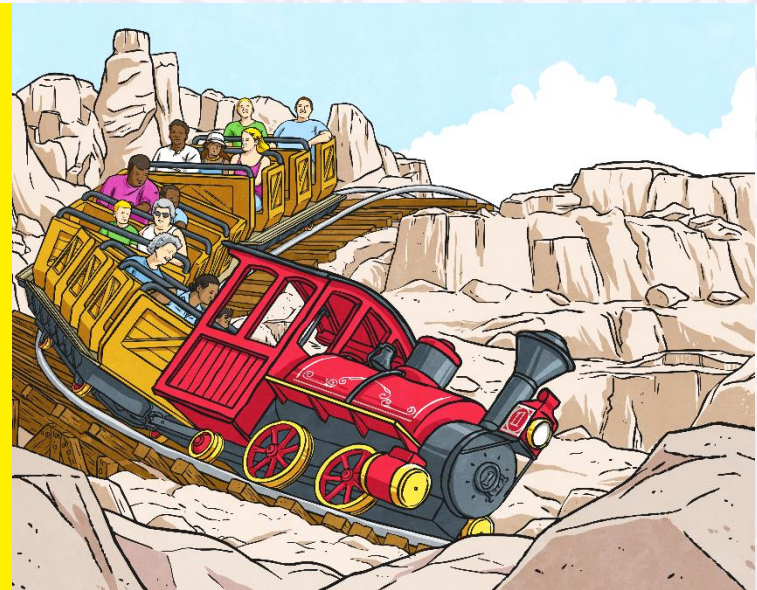
You and your three partners now need to have a business meeting to have an initial discussion about the project. Listen to each other's ideas, make notes and perhaps research existing theme parks on the internet.

Think about...

A Potential Name For Your Theme Park

Your name may depend on your 'target market' (the main people you hope will visit your theme park).

Will your park just be for thrill-seeking adults? Will it be a place suitable for a family of all ages? Or are you just going to create an attraction for children?



Discussing Business Ideas: Park Layout

Your theme park will need to have **three** separate and distinct areas.

Will these areas be '**themed**'?

Maybe you'll have an area relating to a country, a space themed area, a magical kingdom or a haunted region.

Or maybe the areas will be themed by the rides within them e.g. a thrill-seekers area full of rides for daredevils, a water world with only water rides where you'll receive a soaking, a children's world for under 8s only etc.



Discussing Business Ideas: Budget

You need to budget for your build costs, but still leave at least £1 million in the bank for start-up and launch costs.

This means £4 million of your business loan can be spent on build costs. You must not go over budget and remember: every pound you save can go towards your big launch!

Your different rides, amenities and attractions will all vary in build costs and running costs.



You need to start to draw up a first draft plan of your theme park.

First Draft Plan: Planning Build Costs

Each group will be given a copy of a draft planning sheet.

You'll need to work together to start to plan out your park and label your initial ideas. Remember:

Your park needs **three distinct areas** (so customers can walk between them and avoid becoming bored).

Each square on your map represents 50m^2 . different rides, amenities and attractions take up different areas (but all need a 50m perimeter around them for health and safety reasons).

There must legally be certain amenities within the theme park.

Every square not filled must be paved (at a cost of £500 for every 50m^2).



First Draft Plan: Thrill-Seeker Rides

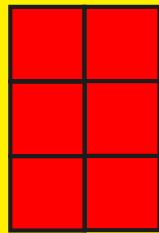
The most expensive rides to build, staff and run.
Only suitable for your dare-devil customers!

Cost to Build: £150 000

Area Taken Up: 300m²

Suitable For: All adults and children
aged 12+

Colour on Map: red



First Draft Plan: Water Rides

Suitable for many customers aged 7+
Who feel like taking a splash!

Cost to Build: £100 000

Area Taken Up: 150m²

Suitable For: All adults and children
aged 7+

Colour on Map: blue



First Draft Plan: Family Rides

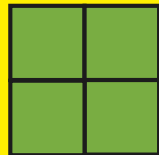
Quite expensive to build and run.
Suitable for many potential customers aged 7+

Cost to Build: £100 000

Area Taken Up: 200m²

Suitable For: All adults and children aged 7+

Colour on Map: green



First Draft Plan: Children's Rides

Cheaper to build and maintain.

Only suitable for children aged 3-8 years (and their parent or guardians).

Cost to Build: £50 000

Area Taken Up: 100m²

Suitable For: All children aged 3-8 years

Colour on Map: yellow



First Draft Plan: Attractions

You have managed to strike an agreement with the developers to build other attractions at the bargain price of £20 000 each.

These attractions are suitable for all ages.

Cost to Build: £20 000

Area Taken Up: 100m²

Suitable For: All ages

Colour on Map: orange



Examples are: dodgems, amusements, fun house, bouncing pillow etc.



First Draft Plan: Amenities

Some other amenities are essential within the park:

Cost to Build: £25 000

Area Taken Up: 100m²

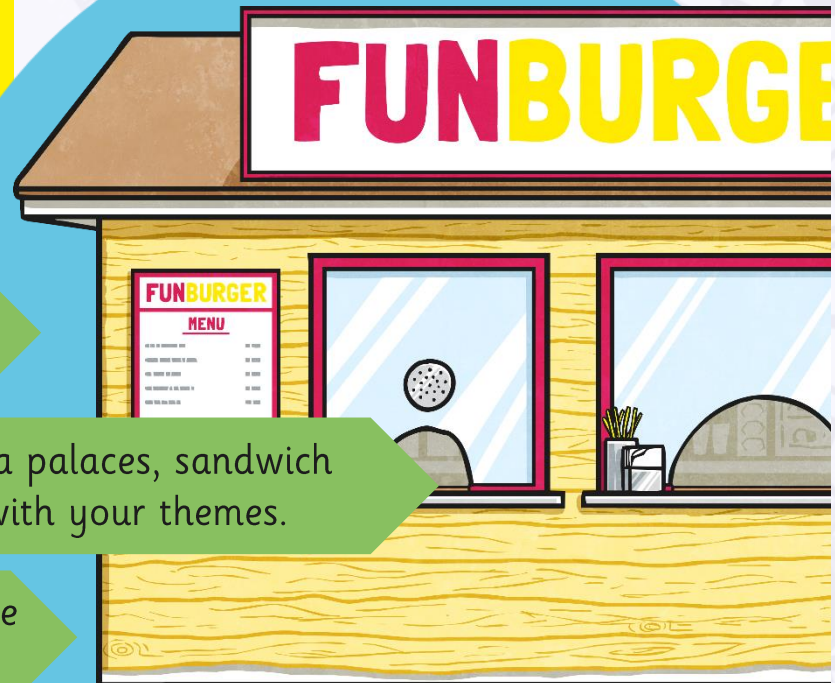
Colour on Map: purple



Each of the **three** areas must have one eating establishment.

These can be family cafes, burger bars, pizza palaces, sandwich huts, ice cream parlours – whatever fits in with your themes.

These will hopefully help you to raise income for your business.



First Draft Plan: Amenities

Some other amenities are essential within the park:

Cost to Build: £25 000

Area Taken Up: 100m²

Colour on Map: purple



Each of the **three** areas must have one toilet block.

There must be one first-aid block somewhere on the park.

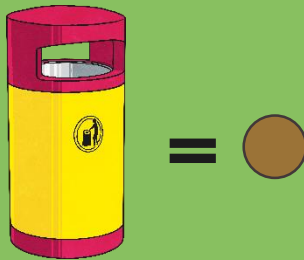
On the border of the park, there must be one entrance turnstile and ticket booth to admit your customers.

First Draft Plan: Amenities

To help create a clean, welcoming atmosphere:

You need to provide ten bins for litter (which will hopefully cut down your cleaning costs).

Each bin costs £100. Mark these on your map with a small brown circle.



You also need to provide twenty picnic benches (for customers to rest, wait for others or eat a picnic lunch).

Each bench costs £100. Mark these on your map with a small pink circle.



Benches and bins can be within the 50m perimeter of rides, attractions and amenities.

First Draft Plan: Get Planning!

Now it's time to get discussing, thinking and planning.



Use the key to remind you of costs, potential users for each type of ride, sizes and building regulations.

Building Cost Budget

As you go along, add your build costs to your budget sheet to keep a total of your spending. Don't go over-budget... remember you have £4 million!

Every pound you under-spend can go towards your big launch!

Building a Budget

Keep a note of your spending as you create your first draft plan of your theme park. Add tally marks as you add to your plan and then total up your costs.

Are you within budget?

Type of Ride/ Amenity or Attraction	Price Each	Tally	Total Number on Park	Total Cost
Thrill-seeker Rides	£150 000			
Family Rides	£100 000			
Water Rides	£100 000			
Children's Rides	£50 000			
Attractions	£20 000			
Toilet Blocks	£25 000			
First Aid Booth	£25 000		1	£25 000

Reflection

Have you decided on a name? A theme? A main target market?

Do you have themed areas in your park?

How much have you spent on build costs?

Where have you placed the toilet and first aid blocks? Eating establishments? Benches? Why?



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Lesson 2: Running Your Theme Park

Now that the building work on your theme park is well underway, it's time to make some business decisions about costs and prices.

An illustration of a carousel with several white horses. The horses are decorated with colorful harnesses and are mounted on a wooden platform. A large red circular callout box is overlaid on the image, containing text. The background shows the structure of the carousel and a hint of a roller coaster in the distance.

How much will it actually cost for your theme park to operate?

It's time to do some calculations...

Estimating Running Costs

To open your theme park on a daily basis, you and your business partners will incur certain costs.

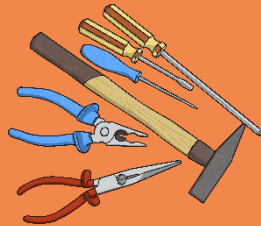
Can you think what these might be? What will you need to pay out for the business to operate?

Staffing



Paying people to work at the park. Who might this include?

Maintenance Costs



Paying to keep all the rides and attractions safe and functional.

Electricity



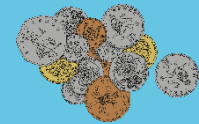
Paying to power your rides, attractions and amenities.

Stock for Food Outlets



Paying for the ingredients to make the food that you will sell.

Liability Insurance



Paying an insurance premium in case anyone gets hurt or injured while working or visiting the theme park.

Creating a Running Cost Estimate

You need to work out potential weekly running costs for the park and make sure you have enough money in your budget to cover at least two weeks of operating costs. Hopefully, after that time period, the business will start to make a profit and cover its own costs.

Different rides, attractions and amenities will all need to be covered by staff of different levels. The costs shown are per ride/amenity or attraction – you will need to work out how many of each you have in your theme park.

Maintenance and cleaning staff will need to be employed also to keep the theme park environment operational, clean and safe for your customers.

Other running costs will also be incurred on a daily basis. These costs are shown on your Running Costs Activity Sheet.



What Are Our Park Running Costs?

Look at the table on your Running Costs Activity Sheet.

Estimated Running Costs

Work out the estimated running costs for your theme park.

Type of Ride/Amenity/Attraction	Staffing Costs	Electricity, Maintenance, Repair or Other Costs	Numbers in Park	Total Cost
Thrill-seeker Ride	£800 a week	£300 a week		
Family Ride	£500 a week	£200 a week		
Water Ride	£500 a week	£150 a week		
Children's Ride	£300 a week	£100 a week		
Other Attractions	£200 a week	£50 a week		
Toilet Blocks	£100 a week for cleaning	£50 a week		
First Aid Booth	£400 a week	£50 a week		
Entrance Turnstile	£500 a week	£50 a week		
Food Outlets	£2000 a week	£2000 a week (to include ingredients and other stock)		
Other Park, Maintenance and Cleaning Costs	£4000 a week			
Liability Insurance	£10 000 a week			
			Overall Total:	

Remember: you will still need funds to invest in marketing your park once the build costs and two weeks of running costs are taken out of the business loan.

Reflection

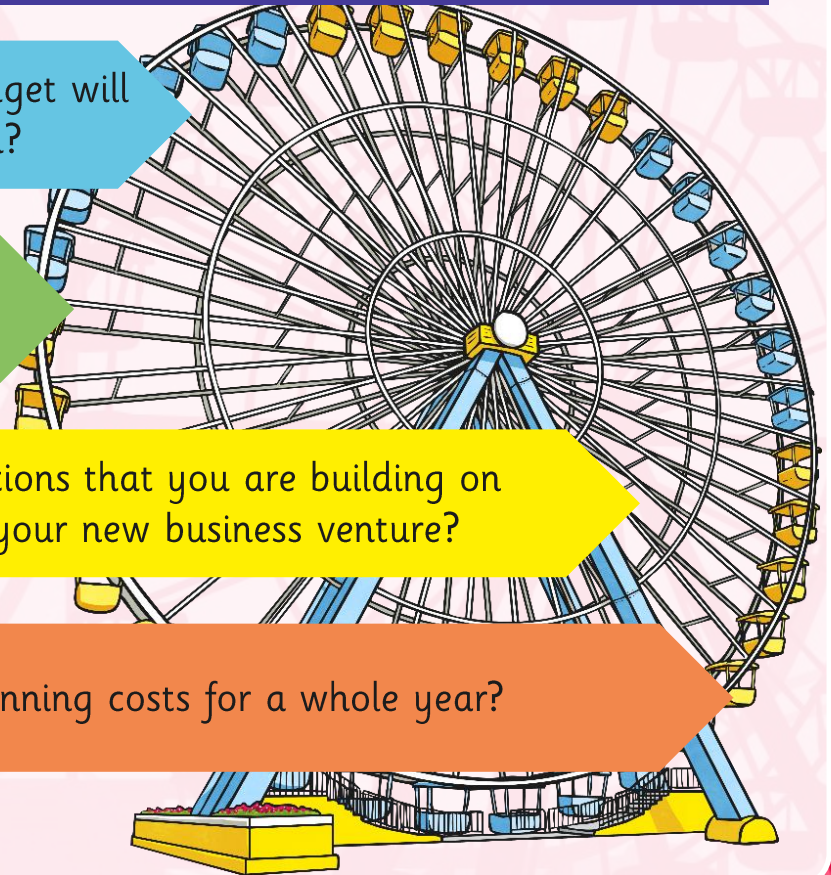
How does your running cost estimate look?

How much of your remaining business loan budget will be needed over the first two weeks of operation?

What is your biggest outgoing expense? Why?

Do you need to reconsider the rides and attractions that you are building on your park? How much money is left to market your new business venture?

Challenge Question: What would be your running costs for a whole year?



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Lesson 3: Theme Park Brochure

Now that you and your team have decided on a theme park name, themed areas and the rides, attractions and amenities within your park, it's time to tell your customers about them in more detail.



In today's lesson, you will start to create a brochure that will go on your website and be given to customers as they arrive at your park.

Discussing Business Ideas: Brochure Content

What will need to go in your brochure?
How should it be written and illustrated?
What will a successful brochure do?

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting.

Give details of the rides, attractions and food outlets in each of your three park areas.

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Be bright, colourful and easy to read.

Look at some of the brochure examples on your tables. What do you notice?

Brochure Content: Front Cover

Your brochure should have at least four pages; a front cover and a page for each themed area of your park.

Look at this front cover.

What's been included?

What do you notice?

- Theme park name
- Alliteration
- Introducing new rides and attractions
- Rhetorical question
- Indication of target customer



Brochure Content: Themed Areas

Each of your further pages should be headed with the names you have chosen for your themed areas. Look at some of these examples.

What did you notice?

Adrenaline World



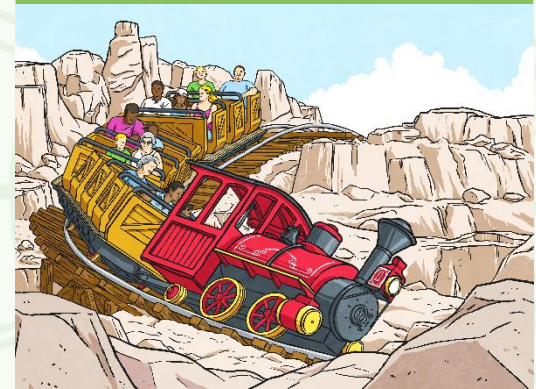
Are you brave enough to visit? Will you ever leave?

Kiddies Kingdom



Perfect for even the smallest thrill-seekers!

The Wicked Wild West



Yee Ha! A world of runaway mine trains, gold rush flumes and other Wild West fun!

Brochure Content: Rides and Attractions

You don't have to give details on every ride or attraction in your theme park, but your brochure pages need to introduce the main incentives for visiting each of your three areas.

- Think of exciting and intriguing names for some of your main rides and attractions. Do they relate to the themes of your park areas?
- Could you draw pictures of them?
- Do you want to introduce a rating system for each ride you discuss?

Ride Name:	The Rush
Thrill Factor * = Tame / ***** = Extreme!	***** You need to have nerves of steel to ride the Rush!
Suitable for:	Only suitable for adults and children aged 12+
Other Restrictions:	Do not ride if you suffer with any heart condition.



Brochure Content: Food Outlets

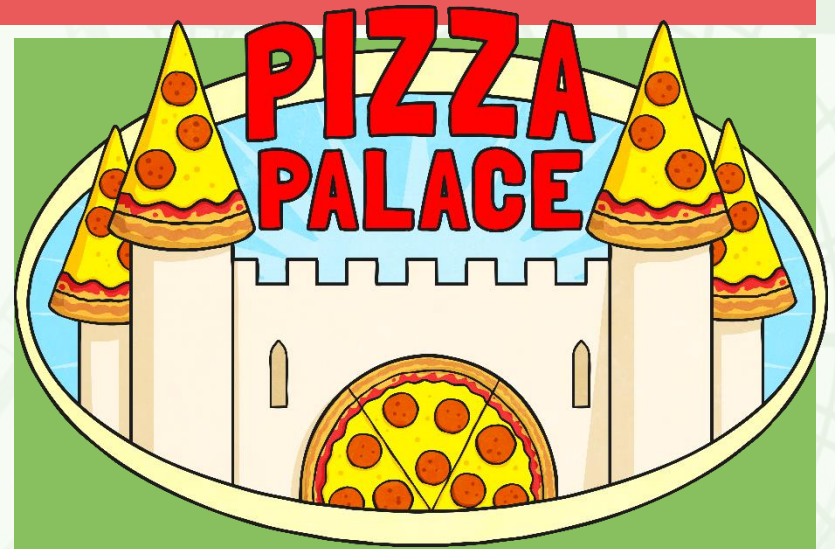
Give some details about the eating establishments available in each area. Hopefully, this will encourage your customers to eat there and therefore create more business income.

Pizza Palace

Why not stop for a quick bite to eat while visiting Kiddies Kingdom?

Try a delicious pepperoni supreme or a tantalising veggie special at the very reasonably priced pizza palace.

Family meal deals available!



What words and phrases have been used? Why?

Brochure: Get Designing!

Now it's time to get designing as a team.

Work collaboratively to make decisions and divide up the task so everyone has a job.

Remember the criteria for a successful brochure. Does your brochure:

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting?

Give details of the rides, attractions and food outlets in each of your three park areas?

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Catch people's eyes by being bright, colourful and easy to read?

Reflection

Have you created a successful brochure?

Does your brochure:

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting?

Give details of the rides, attractions and food outlets in each of your three park areas?

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Catch people's eyes by being bright, colourful and easy to read?

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Lesson 4: Marketing and Advertising

Now you're just a few weeks away from the grand opening of your theme park, it's time to let people know all about it.

Your website is up and running with your online brochure available, but you need to do some direct marketing to convince your target market to want to visit your attraction.



So how could we advertise and let your potential customers know that your theme park exists and that they **need** to visit?

Marketing Budget

How much you have available to spend on advertising will depend on the amount of money left from your original business loan.

On your Marketing Budget Activity Sheet, let's do a quick calculation...

$£5\,000\,000 - (\text{your building costs} + \text{two weeks of running costs}) = \text{your marketing budget.}$



Marketing Budget

Work out your marketing budget:
 $£5\,000\,000 - (\text{your building costs } \underline{\hspace{2cm}} + \text{two weeks of running costs } \underline{\hspace{2cm}}) = \underline{\hspace{2cm}}$

Here are your advertising options and costs:
Discuss your advertising choices with your business partners and circle all the advertising methods you are going to invest in. Just make sure you don't go over budget!

Print National tabloid newspaper (five daily editions) = £50 000 National 'fads mag' Totalled (three issues) = £15 000 National children's comic Bonzo (three issues) = £10 000	
Billboard Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000	
Radio National radio advert (repeated regularly over one month) = £25 000 Local radio advert (repeated regularly over one month) = £10 000	
Internet Web Banner Promoted link on top search engine Google (1 month) = £10 000 Promoted link on the social media site Smilebook (1 month) = £10 000	
Television Primetime national main channel advert (repeated three times a day for a month) = £150 000 National cable channels advert (repeated ten times a day over a variety of channels for one month) = £50 000 National children's advert (repeated ten times a day over a month) = £35 000	

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Budget
Reasons for each marketing decision:

Advertising Methods

Discuss with your business partners the ways in which you think you could advertise your theme park:

Print: Advertisement within a newspaper or magazine.

Billboards: Poster campaign

Radio: Advertising on either a local station or on a nationwide radio station.

Television: Advertisement on a specific channel or at a certain time of day.

Internet: Advertisement 'pop-up' on a popular social media site or maybe a web banner on a search engine.

What are the advantages and disadvantages of each method? What will you need to do to create each type of advertisement? How much do they cost?

Advertising: Print

If you decide on a print advertisement, you will need to produce a 20cm x 15cm advert that contains key information, prices and persuasive features (e.g. a slogan, imperative language, rhetorical questions).

Advantages:

- Not as expensive as other types of advertising.
- Can target specific customers by choosing the publication your advert appears in.
- Reaches nationwide audience.

Disadvantages:

- Readers may browse past adverts and just read the articles.
- Usually only read once.

Costs:

National tabloid newspaper (5 editions)

= £50 000

National magazine Totalled (3 issues)

= £15 000

National children's comic Bonzo (3 issues)

= £10 000



Advertising: Billboard

If you decide on a billboard advertisement, you will need to produce a 25cm x 15cm landscape advert (which will be scaled up to fit a 2.5m x 1.5m billboard) that contains key information, prices and persuasive features (e.g. a slogan, imperative language, rhetorical questions).

Advantages:

- Displays a message 24 hours a day to a large target audience.
- Relatively cheap in comparison to other methods.

Disadvantages:

- Fleeting message as customers pass quickly, so they sometimes don't see or don't remember the advert.

Costs:

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Advertising: Radio

If you decide on a radio advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

Advantages:

- Reaches many captive customers for a relatively low cost.
- Jingles can get stuck in customers' minds and are repeated to others.

Disadvantages:

- Impact is questionable – do listeners change station when ads come on or not listen fully?
- Not visual – nothing to refer back to.

Costs:

National radio advert (repeated regularly over one month) = £25 000

Local radio advert (repeated regularly over one month) = 10 000



Advertising: Television

If you decide on a TV advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

Advantages:

- Mass coverage to a targeted audience.
- Images and sound make it a unique advertising option.

Disadvantages:

- Impact is questionable – do listeners change station when ads come on or don't listen fully?
- Expensive compared to other methods.

Costs:

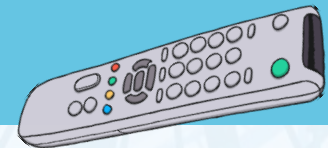
Primetime national main channel advert
(repeated three times a day for a month)
= £150 000

National cable channels advert (repeated ten
times a day over a variety of channels for one
month)

= 50 000

National children's channel advert (repeated
ten times a day over a month)

= 35 000



Advertising: Internet

If you decide on an Internet advertisement, you will need to produce a web banner to go either on a social media site or as a promoted link on a search engine. Your web banner can be no more than 140 characters and may just be a catchphrase or rhetorical question, with the theme park name and web address.

Advantages:

- Mass coverage – reaching daily users.
- Quick and easy to produce and relatively cheap.

Disadvantages:

- Impact is questionable – do people really click on the links or just ignore them?
- Limited amount of information in just 140 characters.

Costs:

Promoted link on top search engine Geegle (1 month) = £10 000

Promoted on the social media site Smilebook (1 month) = £10 000



Features of Advertisements

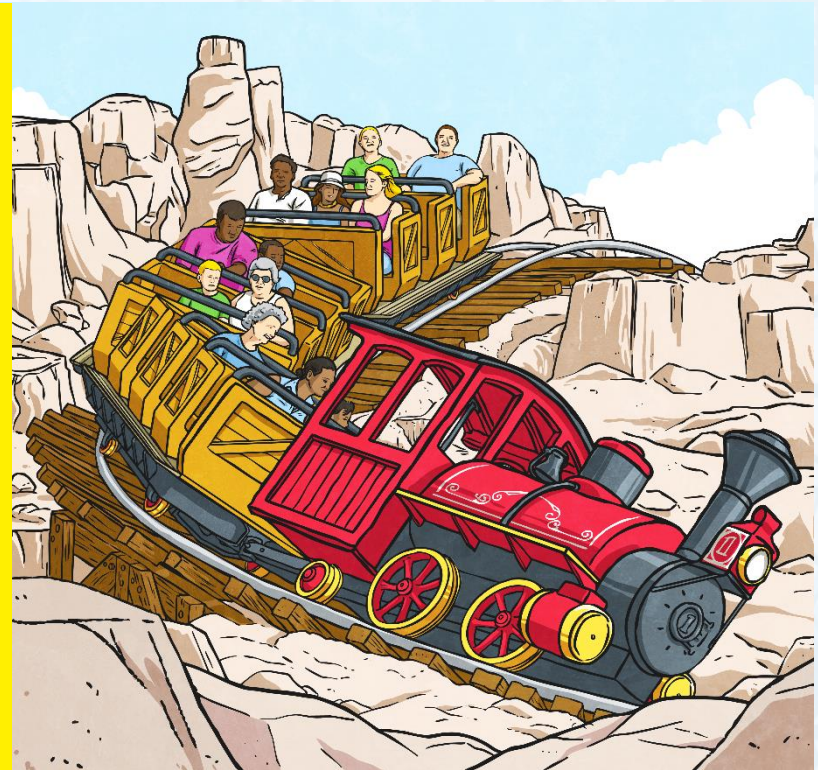
Depending on the marketing method(s) you have chosen, you will now have to design different advertisements using the writing frames provided.

Although all slightly different in their content and layout, persuasive adverts often have similar features:

They contain imperative (bossy) verbs.

Visit us today!

Come for the day out of a lifetime!



Features of Advertisements

They contain key product information.



Just off junction 33 of the M1. Follow the signposts.

www.adrenalineworld.co.uk

Open every day from 10am – 6pm.

Prices start from just £15.

Features of Advertisements

They contain a slogan or catchy jingle.

Adrenaline World

Come and feel the rush!



“If you like your insides turn upside down,
come and try the rides at Crazytown!”



Features of Advertisements

They contain rhetorical questions.

Are you brave enough?

Do you want to bring your family on a fantastic day out of a lifetime?



If they are visual, they need to be colourful, bold and eye-catching.



Features of Advertisements

They use exaggerated vocabulary.

Phenomenal
Attraction
s

Stomach-
Churning
Excitement

Jaw-
Dropping
Sights

Designing Advertisements

You and your team must now work on designing the advertisements that you have decided upon. Use the Advertisement Writing Frames to help you.

Remember, successful advertisements often include:

Imperative (bossy) verbs: e.g. Visit us today! Come for the day out of a lifetime!

Key product information: e.g. Just off Junction 33 of the M1. Follow the signposts.
www.adrenalineworld.com. Open everyday from 10am – 6pm. Prices start from just £15.

A slogan or catchy jingle: e.g. Adrenaline World: Come and feel the rush!
'If you like your insides turned upside down, come and try the rides at crazy town!'

Rhetorical question: e.g. Are you brave enough? Do you want to bring your family on the day out of a lifetime?

Exaggerated vocabulary: e.g. phenomenal, gut-wrenching, breath-taking etc.

If it's a visual advertisement, then it must be colourful, bold and eye-catching.

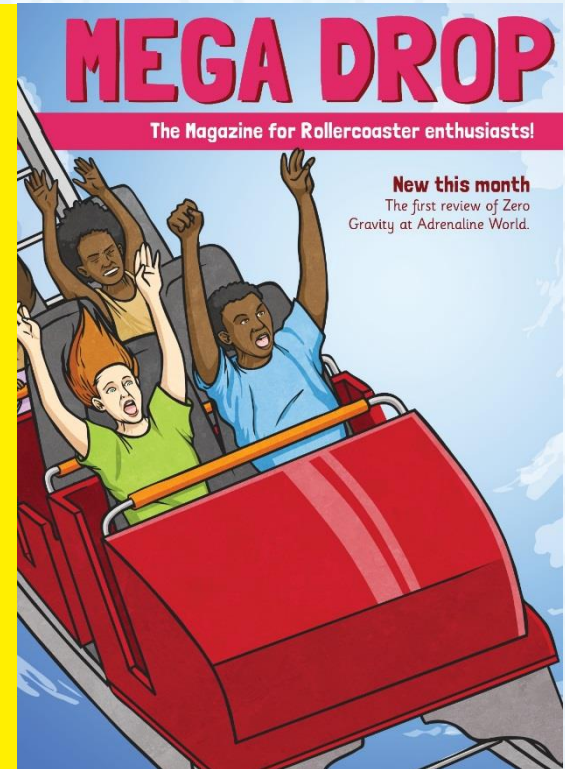
Flash Task

Would your business like the opportunity to create some free publicity?

Mega Drop Magazine has asked you to write a rollercoaster review of the most thrilling ride at your theme park to appear free of charge in their next edition!

Read the example magazine review on the Zero Gravity ride.

Analyse its main features before writing your own article.



Reflection

Which business groups would like to come out and share their advertisement?

What persuasive features do they contain?

Will it encourage target customers to visit?

Does your advert contain enough key information specific to your theme park?

Who thinks they have a good example of...

A rhetorical question? An exaggerated adjective? An imperative verb? A catchy jingle or memorable slogan?



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Lesson 5: Entrance Fees

Building work is now nearly finished and it's time to start making some big business decisions on your 'pricing structure' (the entry prices that you want to charge).

Now you know how much it will cost to run your park each week, you need to work out how much to charge your customers to enable you to make a profit.



It's time to do some more calculations...

Target Market

What kind of market is your theme park targeted at?

Do you expect most of your customers to be adults?

Do you think your theme park will attract people of all ages and families?

Is your park more suitable for younger children and their parents?



These factors will influence how much you charge your customers. You also need to think about your running costs.

Working Out a Pricing Structure

Think about your previous work.

How much does it cost you to run your park for a week?

How would you work out your daily running costs?

You need to complete the Working Out Entrance Fees Activity Sheet and make some decisions about how much you'll charge your customers for park entry.

- Will you have one fixed price for everyone?
- Will children pay cheaper admission fees? At what age will a child be classed as an adult?

Working Out Entrance Fees
How much are you going to charge your customers to make a profit?

1 How much does it cost to open your park each day (daily running cost)? _____ (your weekly running cost ÷ 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people. Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost _____ ÷ 750 (estimated daily visitors) = _____

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

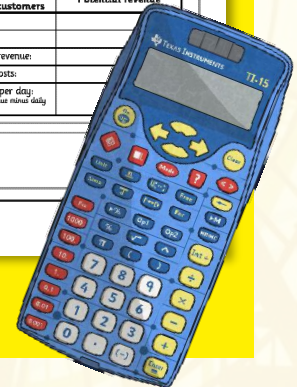
2 Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

Potential entrance fee 2	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

3 Final Entrance Fee Decision:

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Estimated Customers

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people. Add this figure to your sheet.

Let's work out how much each potential customer needs to pay just to cover your running costs.

Daily running cost _____ \div 750 = _____

So do we just charge your customers this price?



No! Your business needs to make a profit!

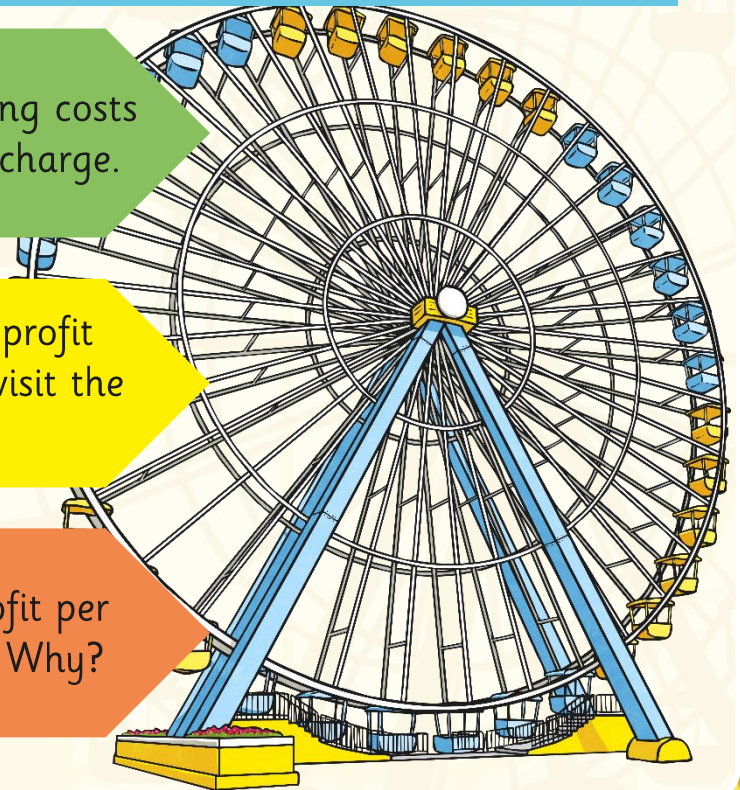
Profit Margins

The prices you charge your customers should earn you enough money to cover your running costs, but then any income made over and above that is called a **profit**.

A **profit margin** is the difference between the running costs that need covering (per customer) and the price you charge.

A **narrow profit margin** would give you a smaller profit per customer but potentially attract more people to visit the theme park. Why?

A **wider profit margin** would give you a larger profit per customer but may potentially put people off visiting. Why?



Competitors' Prices

Let's look at the prices other similar theme parks charge.

Who do you think their target customers are?

Grayton Manor

£29 per adult and child aged 12+

£21 per child (4-11)

Under 4s free

Kid's Kingdom

£19 per adult

£16 per child (2-6 years)

Under 2s free

Adrenaline World

£38 per adult and child aged 12+

£12 per child (0-11)

Many of our rides are not suitable for younger children.

Potential Profits

Now it's time to try out some potential entrance fee scenarios to see which one would give you the best profit.

Don't get too greedy – potential customers may not visit if prices are too high! Also, customers may not return if they do not get good value for money on their first visit.

Try out three different pricing structures on your sheets.

Then, make a final business decision about what you will charge.

All members of your group must agree.

Working Out Entrance Fees

How much are you going to charge your customers to make a profit?

1 How much does it cost to open your park each day
(Daily running cost)? _____
(your weekly running cost = 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people.
Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost _____ ÷ 750
(estimated daily visitors) = _____

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

2 Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

3 Final Entrance Fee Decision: _____

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Estimating Types of Customers

Discuss with your business partners:

How many of the 750 predicted customers will be adults and how many children?

Are you targeting your theme park mainly at thrill-seeking adults with lots of thrill-seeker rides? If so, maybe a sensible customer prediction would be 700 adults and 50 children.

Or is your theme park mainly for children? So maybe there will be an equal number of adults and children (as children will have to come with a parent or guardian). So 375 adults and 375 children?

Discuss your predicted customer numbers and mark them on your sheet.

Reflection

What is the target market for your theme park?

How many adults and children do you predict will visit each day?

What are you going to charge adults and children to enter?

What daily profit will this give you?

Is this a realistic amount to charge? Is it too greedy?
How does it compare to your competitors prices?

