

COST OF SALES CHAT STATIONS

Directions: Use the table or graph to answer the questions at each station. Justify your answers using the data from the graph/table. Record your answer in the space provided.

Station 1

1. In which month did Mrs. O's company spend the **greatest** percentage of sales on marketing? **Least**? What do you have to consider to calculate the percentage of sales for marketing?
2. What was the **greatest** marketing strategy expense? **Least**?
3. What was the **average** monthly marketing expense?

Station 2

4. What impact do you think social media has on the marketing strategy? Justify your answer with data from the graph.

Station 3

5. Which **two** marketing strategies **should you keep**? Justify your answer with data from the graph.