Unit 4 Project: Marketplace

Due: Monday, February 27, 2016

Step 1: **Pick a market**: Pick any market that interests you…maybe your favorite food/toy/store/clothing company? Some examples: Sketchers, Chiquita banana, Ford motor company, Sutter Medical Center, Dannon yogurt, Toys R Us, Wal Mart, Ross, Fisher Price.

Step 2: **Research** that company:

What does that company produce?

Who consumes or buys their product(s)?

How do they distribute their product all over the world?

What resources do they use to make their product?

How is that company or product different from long ago?

Step 3: On one side of the attached paper, create that company’s **mind map.** You may use pictures, drawings, words, magazine clippings.

Step 4: **Write** an explanatory paragraph on the other side of the attached paper. Include title, author’s name, topic sentence, 5 detail sentences answering the questions from step 2, and a closing sentence.

Step 5: Prepare for your **class presentation**: Tell us about your market while showing us the mind map. Do NOT read your paragraph on the back.

See example on back.

Starbucks

By: Mrs. Coley

Starbucks was founded in 1971 is Seattle, Washington. This company sells coffee, pastries, coffee machines, and mugs. Many adults around the world buy Starbuck’s coffee and other products. Starbucks transports their products all over using big rig trucks and local delivery trucks. They need factories to make their coffee machines and mugs, local bakeries to make their pastries, and coffee beans from Africa, South America, and Asia to make their coffees. Long ago, people brewed and drank coffee at home instead of visiting coffee houses. Starbucks company has grown so much since 1971, they are located in most towns.