**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Yearbook Sales Plan**

**Task:** Consider the notes we took on incentives, promotions and increasing demand, as well as our discussions about economic factors that drive consumer behavior, and design an ongoing yearbook sales plan of different incentives to offer to your audience at various points during the school year. You need to include:

* Your starting price, ending price and every price in between, as well as deadlines
* Some sort of audience-engaging event for the two weeks before each price change
* At least ONE opportunity to reach out to students and parents outside of school
* At least THREE direct points of contact with parents
* Actual incentives that can help drive sales

Present your plan as a timeline and make sure all aspects are realistic and achievable. Additionally, include a paragraph reflection on how and why you made your decisions and why you believe this plan will maximize sales.