

Young Entrepreneur Decision Lab: The Juniper Lane Craft Stand

6 activities from the Juniper Lane Craft Stand, each with a worked answer.

CRAFT STAND	
Bracelet each	\$3.00
handmade at the stand	

CRAFT STAND	
Bookmark each	\$2.00
handmade at the stand	

Ledger	In	Out
Sales	✓	
Materials		✓
Profit	?	

HOW TO USE

1. Read the situation and the numbers on the page.
2. Show your work in the work boxes.
3. Explain each business decision with numbers.
4. Try the new problem at the bottom of the page.

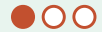
6 activities • 3 answer pages • From the 24-activity collection

10 US Letter pages • Print at 100% / Actual Size

Original Bobotemp educational printable • Fictional names, places and prices

Name _____ Date _____

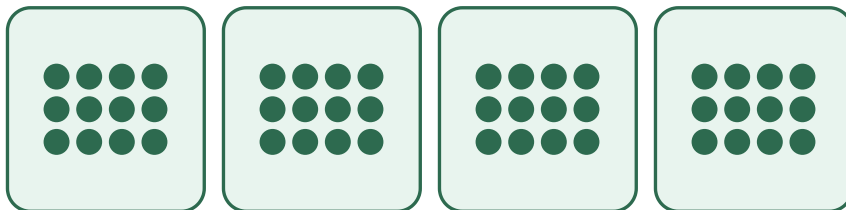
LEVEL 1



Use the bin facts to find how many bracelets the stand has before the market opens.

Maya packs the bracelets into bins the night before the market. How many bracelets are in the opening inventory?

BRACELET BINS



12 bracelets in each bin

EVIDENCE TO USE

- Bracelets are stored in 4 bins.
- Each bin holds 12 bracelets.
- Model: $4 \text{ bins} \times 12 \text{ bracelets per bin} = ? \text{ bracelets}$

1. Write the multiplication sentence that matches the bins.

2. Find the total number of bracelets.

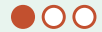
A blank sheet of graph paper with a grid pattern. The grid consists of 10 columns and 10 rows of squares. The paper has rounded corners and a light gray background.

3. Explain why adding $4 + 12$ does not give the inventory.

TRY IT • Leo packs bookmarks into 3 bins with 9 bookmarks in each bin. How many bookmarks are in inventory?

Name _____ Date _____

LEVEL 1



Find the order total from the price list, then find the change.

The first customer buys 2 bookmarks and 1 sticker pack and pays with a \$20 bill. How much change does Leo give back?

PRICE LIST

JUNIPER LANE	JUNIPER LANE	JUNIPER LANE
Bracelet	Bookmark	Sticker pack
\$3.00	\$2.00	\$4.00

FIRST CUSTOMER

Bookmark	\$2.00
Bookmark	\$2.00
Sticker pack	\$4.00
ORDER TOTAL	?
PAID	\$20.00
CHANGE	?

1. Find the order total.

[illegible]

2. Subtract the total from \$20.00 to find the change.

A blank sheet of graph paper with a grid pattern. The grid consists of 10 columns and 10 rows of squares. The paper has rounded corners and a light gray background.

3. Show one way to count the change back starting from the order total.

[illegible]

TRY IT • A customer buys 1 bracelet and 1 sticker pack and pays with a \$10 bill. What is the change?

Name _____ Date _____

LEVEL 2



Find the cost of each material used in one bracelet, then add.

What does it cost in materials to make one bracelet?

BRACELET MATERIALS COST CARD

Material	Amount in one bracelet	Cost each	Cost in one bracelet
Beads	15 beads	2 cents	?
Cord	one length	—	20 cents
Clasp	1 clasp	10 cents	10 cents
Total			?

1. Find the cost of the beads in one bracelet.

2. Add the bead, cord, and clasp costs.

A blank sheet of graph paper with a grid pattern. The grid consists of 10 columns and 10 rows of squares. The lines are light gray and form a uniform grid across the page.

3. Write the total in dollars.

[illegible]

TRY IT • One bookmark uses cardstock worth 30 cents, ribbon worth 15 cents, and a sticker worth 5 cents. What is the materials cost per bookmark?

Name _____ Date _____

LEVEL 2 ●●○

Apply each clue in order and cross out spots that fail it. Only one spot should remain.

Which market spot should the stand rent?

CLUES, IN ORDER

Clue 1
Rent must be \$8 or less.

Clue 3
Must have shade to keep sticker colors from fading.

1. List the spots left after Clue 1.

3. Name the final spot and the evidence for it.

TRY IT • If Clue 3 were replaced by “choose the spot with the most shoppers per hour among the spots left,” which spot would win?

Audit Sheet: Find the Ledger Error

Leo's Saturday ledger shows a profit of \$58.45. Audit it. What is the correct profit?

Ledger line	Ledger shows	Your check
Bracelets	\$42.00	
Bookmarks	\$18.00	
Sticker packs ← CHECK	\$40.00	
Total revenue	\$100.00	
Setup	\$13.25	
Materials	\$28.30	
Total expenses	\$41.55	
Profit	\$58.45	

- Sales: 14 bracelets at \$3.00, 9 bookmarks at \$2.00, 11 sticker packs at \$4.00
- Expenses: setup \$13.25, materials \$28.30
- Ledger line: Bracelets \$42.00
- Ledger line: Bookmarks \$18.00
- Ledger line: Sticker packs \$40.00 (this line is marked for checking)
- Ledger lines: Total revenue \$100.00; Total expenses \$41.55
- Ledger line: Profit \$58.45

[illegible][illegible]

Name _____ Date _____

LEVEL 3



Check each claim against the data, then apply the clues in order to pick one headline for the pitch.

Maya and Leo are pitching their stand to the market organizers. Which claim should be the headline?

Product	Sold	Revenue
Bracelets	14	\$42.00
Bookmarks	9	\$18.00
Sticker packs	11	\$44.00
Profit (all expenses)		\$62.45

Claim A
Bracelets
were our
top seller
by units.

Claim B
We made
over \$60
profit on
Saturday.

Claim C
Every customer loved our stand.

Claim D
Sticker packs earned the most revenue.

Clue 1

Remove claims the numbers cannot support.

Clue 2
Keep only claims about money.

Clue 3

Keep the claim that describes the whole business, not one product.

1. Decide which claims are supported by the data after Clue 1.

2. List the claims left after Clue 2.

[illegible]

3. Name the headline claim and write one supporting sentence that uses numbers.

TRY IT • Write a second pitch sentence that uses Claim D with supporting numbers.

1. Opening Inventory: Bracelet Bins

LEVEL 1

48 bracelets

WORKED REASONING • There are 4 equal groups of 12. $4 \times 12 = 48$, so the opening inventory is 48 bracelets.

WATCH FOR • Some learners add the two numbers ($4 + 12 = 16$). The 4 counts bins and the 12 counts bracelets in each bin, so this is equal groups and needs multiplication.

TRANSFER • $3 \times 9 = 27$ bookmarks

2. First Customer: Making Change

LEVEL 1

\$12.00 in change (order total \$8.00)

WORKED REASONING • Order total: $\$2.00 + \$2.00 + \$4.00 = \$8.00$. Change: $\$20.00 - \$8.00 = \$12.00$. Counting up: $\$8 + \$2 = \$10$, then $+ \$10 = \$20$, so $\$2 + \$10 = \$12$.

WATCH FOR • A common error is pricing only one bookmark ($\$2 + \$4 = \$6$) and giving \$14 in change. Each item in the order must be counted.

TRANSFER • $\$3.00 + \$4.00 = \$7.00$; $\$10.00 - \$7.00 = \$3.00$ change

10. Bracelet Materials Cost Card

LEVEL 2

60 cents (\$0.60) per bracelet

WORKED REASONING • Beads: $15 \times 2 = 30$ cents. Total: $30 + 20 + 10 = 60$ cents = \$0.60.

WATCH FOR • A common error is adding $15 + 2 + 20 + 10 = 47$, treating the bead count as a price. The 15 beads each cost 2 cents, so the bead cost is 15×2 .

TRANSFER • $30 + 15 + 5 = 50$ cents (\$0.50)

16. Choosing a Market Spot

LEVEL 2

Garden Row

WORKED REASONING • Clue 1 removes North Gate (\$10): Fountain, Garden Row, Back Lot remain. Clue 2 removes Back Lot (30 shoppers): Fountain and Garden Row remain. Clue 3 removes Fountain (no shade): Garden Row remains.

WATCH FOR • Some learners choose North Gate because it has the most shoppers, ignoring the rent limit. Every clue must be satisfied, not just the most attractive one.

TRANSFER • After Clues 1 and 2, Fountain (65 shoppers) and Garden Row (55 shoppers) remain; the most shoppers is Fountain, so Fountain would win.

17. Audit Sheet: Find the Ledger Error

LEVEL 3

Correct profit is \$62.45 (sticker packs should be \$44.00; total revenue \$104.00)

WORKED REASONING • Sticker packs: $11 \times \$4.00 = \$44.00$, not \$40.00. Revenue: $\$42.00 + \$18.00 + \$44.00 = \$104.00$. Expenses: $\$13.25 + \$28.30 = \$41.55$ (correct). Profit: $\$104.00 - \$13.25 - \$28.30 = \$62.45$. The error made profit \$4.00 too low.

WATCH FOR • Learners often check only the final subtraction ($\$100.00 - \$41.55 = \$58.45$ is computed correctly) and decide the ledger is fine. An audit must recheck each input line, not just the arithmetic at the bottom.

TRANSFER • $\$104.00 - \$13.25 - \$28.80 = \$61.95$ (50 cents too low)

24. Choosing a Pitch Headline the Data Supports

LEVEL 3

Claim B: We made over \$60 profit on Saturday

WORKED REASONING • Clue 1: A is true (14 is the most units), B is true ($\$62.45 > \$60$), D is true ($\$44 > \$42 > \$18$), C has no data, so remove C. Clue 2: A is about units, so remove A; B and D remain. Clue 3: D is about one product; B describes the whole business. Headline: B. Sample support: Revenue of \$104.00 minus \$41.55 in expenses left \$62.45 in profit.

WATCH FOR • Learners may pick Claim C because it sounds most persuasive. A pitch built on evidence uses claims the data proves; no data shows every customer's opinion.

TRANSFER • Sample: Sticker packs brought in \$44.00, the most revenue of any product, just ahead of bracelets at \$42.00.