

GIRL SCOUT LED ACTIVITIES

FOR ALL AGES: MONEY WISE

One of the biggest challenges in running a restaurant is managing income and expenses to maximize profit. To understand the flow of money through a business, you need to understand :

- **REVENUE:** Total income produced, also known as gross income.
- **EXPENSES:** Costs charged against/deducted from revenue/gross income.
- **PROFIT:** Excess of returns after expenditures, also known as net income.

Prior to your store tour, complete the Money Wise worksheet located on your CD. Girls can brainstorm how revenue is generated, what expenses a restaurant might incur and what a business owner does with his/her profit. Then, encourage girls to learn all they can by talking to the store operator. Here are some examples of questions to guide the visit. Ask the DQ operator for some definitions: What's a "fixed cost"? What are costs that you can change? What's "revenue"? Now find out from the DQ operator: How do you use store profits to grow the business? What helps you make more money (revenue)? How do you attract customers?

If you were to do this activity as part of the Girl Scout Cookie Program, what would it look like? How do you generate more revenue year after year? How does your Girl Scout group spend their Cookie Program profits? Check with your council if you need more information.

FOR ALL AGES: FINDING COMMON GROUND ACTIVITY

Create a simple Venn diagram of the DQ Experience and the Girl Scout experience and fill in the qualities you associate with both. Determine what experiences/qualities are similar and what are different? What does the DQ brand experience represent? What does the GS brand experience represent? Are there qualities that are shared by both?



FOR ALL AGES : QUESTION PREPARATION ACTIVITY

Encourage girls to review what kinds of skills they have learned in the Girl Scout Cookie Program. Suggest girls use those skills to come up with questions they might have about running a business. Suggested topics of exploration include marketing efforts, product and supply acquisition, product quality, decision making surrounding profit use, and identifying customers. Ask the operator how their business helps the community.



MONEY WISE

An exercise in money management for business and life

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Think about revenue, expenses and profit as it relates to a restaurant, the Girl Scout Cookie Program and your personal finances (self or family).

REVENUE: WHERE DOES THE MONEY COME FROM?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL

EXPENSES: HOW IS THE MONEY SPENT?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL

PROFIT: WHAT IS DONE WITH THE MONEY THAT REMAINS AFTER EXPENSES?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL