

KS3 NUMERACY PROJECT

Stadium Profit and Loss

GLOSSARY OF TERMS

- Gross Profit: Total income before deducting expenses
- Net Profit: Income after deducting expenses,
[Gross Profit - Expenses]
- Expenses: an amount of money needed or used to do or buy something
- Income: money that is received
- Concessions: a reduction in the usual price of something, made available to student, elderly etc.

If there are any other terms that you do not understand please contact Miss Plummer

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TICKET SALES

You need to decide a price for your tickets.

You may choose to charge less for Children and/or Concessions.

If you do you need to predict how many of each each ticket type will sell.

Suggested reduction:
25% for Children
50% for Concessions

FACILITIES

You may want to consider any facilities requirements for the day here is a list of examples:

- Cleaners (£10 per hour)
- Maintenance (£15 per hour)
- Cleaning Materials (£50 per toilet block/seating area/food kiosk)

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CATERING

If you are going to supply food to purchase at kiosks you may want to research what food they will sell and how much it will cost to make as well as your sale price.

Example: Food Kiosk (Burgers)

Expenses:

1. 3 Staff for 8 hours @ £10 per hour: £80 each
2. Meat Burgers 24 burgers for £8.16: £0.34 per burger
3. Vegan Burgers: 12 burgers for £12: £1 per burger
4. Rolls 10p each
5. Onions 10p each
6. Cheese Slices 20p each
7. Vegan Cheese Slices 40p each
8. Condiments (Ketchup, Mustard, Mayonnaise): £1 per bottle

You may find these cheaper elsewhere if you do some research

Income, you need to decide do you want to charge more for Vegan burgers than normal burgers or will you take the hit on your income to make your stall inclusive?

1. Meat Cheese Burger: £2.50 each
2. Vegan Cheese Burger: £2.50 each

Your final thing to predict is how many you will sell and this will be dependant on your stadium capacity.

If I buy 1000 meat burgers and 200 vegan burgers I may only expect to sell 3/4 of each. This would be 750 meat burgers and 150 Vegan burgers.

Extension:

Calculate you percentage profit of your food items.

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MERCHANDISE

You may want to sell merchandise in a shop at your stadium

Example Expenses:

- Classic Long Sleeved Mens Rugby Shirt with Logo: £13
- Classic Short Sleeved Mens Rugby Shirt with Logo: £12
- Classic Long Sleeved Ladies Rugby Shirt with Logo: £9
- Classic Short Sleeved Ladies Rugby Shirt with Logo: £8
- T Shirts with Printed Logos: £4
- Beanie Hats with Logos: £3
- Programmes: 50p each
- 3 Staff for 8 hours @ £10 per hour
- 1 Security Staff for 8 hours @ £35 per hour
- Paper bags £10.50 for 50 bags: 21p per bag

You may find these cheaper elsewhere if you do some research

Income

- Classic Long Sleeved Mens Rugby Shirt with Logo: £30
- Classic Short Sleeved Mens Rugby Shirt with Logo: £25
- Classic Long Sleeved Ladies Rugby Shirt with Logo: £28
- Classic Short Sleeved Ladies Rugby Shirt with Logo: £24
- T Shirts with Printed Logos: £20
- Beanie Hats with Logos: £10
- Programmes: £1.50

The mark up on these items is high because you are realistically not going to sell very many at each event.

You need to purchase a minimum quantity of 100 of each to choose that item. Do you think you will make a profit?

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OTHER STAFF

You will need to also consider the following staff members:

- Ticket booth staff (£10 per hour)
 - Security - you may want 2 security staff on each entrance/exit and possible more in the seating areas (£35 per hour)
 - Public Address (PA) staff, these are the people that announce what is happening throughout the game (£35 per hour)
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VIP BOOTHS

Do you have VIP booths? If so you will need to choose how much you will sell these for and also take into consideration the cost to offer this service and whether your stadium has the ability to facilitate this.

Expenses:

- Waiting staff (£10 per hour)
- Host (£30 per hour)
- Food (£50 per head)
- Drinks (£50 per head)
- Match Programme (£1 each)
- Merchandise Gift Bag (£30 each)

Income: How much do you want to charge for a VIP box?

- A box for 10 people may get sold for £3,000

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EXAMPLE EXCEL DOCUMENT

Event Day Prediction

Category	Description	Quantity	Income		Expenses	
			Sale Price Per Item	Total Income	Cost Per Item	Total Expense
Food Kiosk	Staff (8 hours @ £10 per hour)	4			£ 80.00	£ 320.00
Food Kiosk	Produce 1000 Burgers (34p each)	1000			£ 0.34	£ 340.00
Food Kiosk	Produce 1200 Buns (10p each)	1200			£ 0.10	£ 120.00
Food Kiosk	Produce 750 Cheese Slices (20p each)	750			£ 0.20	£ 150.00
Food Kiosk	Produce 100 Onions (10p each)	100			£ 0.10	£ 10.00
Food Kiosk	Produce 200 Vegan Burgers (£1 each)	200			£ 1.00	£ 200.00
Food Kiosk	Produce 150 Vegan Cheese Slices (40p each)	150			£ 0.40	£ 60.00
Food Kiosk	Sale Cheese Burger	700	£ 2.50	£ 1,750.00		
Food Kiosk	Sale Vegetarian Burger	100	£ 2.50	£ 250.00		
Food Kiosk	Cleaning Materials	1			£ 50.00	£ 50.00

Gross Profit	£ 2,000.00
Expenses	£ 1,250.00
Net Profit (Gross Profit - Expenses)	£ 750.00

In the above example the food kiosk has earned £750.

You may want to think about how you might make your kiosk more lucrative.

One way to do this might be to include soft drinks, research the cost price of soft drinks and how much you can typically sell them for.

A second way might be to sell fries with your burgers or create meal deals.

Don't forget if you add any other options you must first find how much it will cost to you.

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WHAT DO YOU NEED TO SUBMIT?

You must submit a poster displaying the following information:

- Ticket prices chosen
- Expected expenses
- Predicted Income

You may choose to include

- One or more completed spreadsheet(s)
- Charts and graphs showing a breakdown of expenses/income
- Details of any food or merchandise kiosks/shops at your stadium
- A diagram of your stadium showing where you may need extra staff and how much this will cost

Be creative

Be innovative

Think like an entrepreneur

Have fun