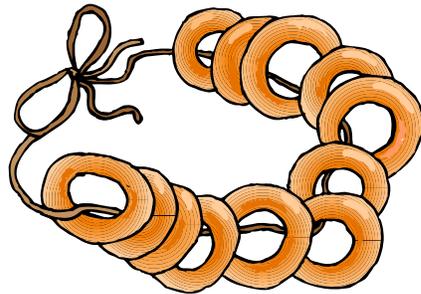


BAGEL BUSINESS BASICS:



USING BOOKS TO TEACH ENTREPRENEURSHIP AND ECONOMIC SKILLS

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## BAGEL BUSINESS BASICS

Bagel Business Basics is a unit designed to teach basic entrepreneurship and economic concepts. There are some exercises in creative problem solving as well. This unit uses the children's book, Mr. Belinsky's Bagels as a point of reference.

The lessons, though, are appropriate for learners of all ages; and some of the lessons can stand alone. The bibliography suggests other children's books which can be used with these lessons or for additional lessons.

These lessons may be duplicated for classroom use, only, or with permission of the writer.

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# GOOD NEWS! BAD NEWS!

(A variation of the format of the book *Fortunately.*)

Complete this form, telling the story of how Mr. Belinsky overcame obstacles. You may rewrite the story if you would like to change the ending.

GOOD NEWS: Mr. Belinsky knew how to make great bagels.

BAD NEWS: The BonBon Bakery opens across the street.

GOOD NEWS:\_\_\_

BAD NEWS:

ANSWERING THE THREE BASIC ECONOMIC QUESTIONS  
FOR MR. BELINSKY

Answer the three basic economic questions for Mr. Belinsky.

Selling Bagels

Selling Pastry

1. What to produce?

\*

\*

2. For whom to produce?  
(Your typical customer)

\*

\*

3. How to produce?  
By hand or by machine?  
Hire workers or work alone?  
Get a partner?

\*

\*

# BAKER'S DOZEN

LIST A BAKER'S DOZEN (13) RESPONSES TO EACH TOPIC BELOW.

THIRTEEN KINDS OF BAGELS

THIRTEEN KINDS OF PASTRIES

THIRTEEN BUSINESSES WHERE YOU USE YOUR HANDS

THIRTEEN PLACES TO BUY BAKED GOODS

THIRTEEN THINGS THAT MAKE A BAGEL TASTE EVEN BETTER

THIRTEEN THINGS YOU CAN USE WITH A BAGEL TO MAKE A SANDWICH

THIRTEEN THINGS THAT GO WELL WITH A BAGEL

THIRTEEN PLACES TO BUY BAGELS

# ORGANIZING THE PRODUCTIVE RESOURCES FOR MR BELINSKY

Complete this chart for Mr. Belinsky's production of bagels using information from the book.

Land or Natural Resources (from nature)

Capital Goods (things lasting over time, things used over and over)

Intermediate Goods (man-made, used up in production)

Labor (Workers)

Entrepreneurial Resources (the person or people who take the risks and responsibilities in hopes of making a profit)

How does this information change when Mr. Belinsky changes what he produces?

# BUILD BELINSKY'S BAGEL BUSINESS

Design an ad for Belinsky's Bagel Shop. Remember the elements of a good ad....

WHAT IS FOR SALE?

WHY THE CONSUMER SHOULD BUY THE PRODUCT OR SERVICE?

WHERE THE PRODUCT OR SERVICE IS AVAILABLE?

WHAT THE GOODS OR SERVICE COST?

Remember to use a "hook" to get the attention of the reader.

Use color and strong, colorful wording.

## NAME THAT BUSINESS

Mr. Belinsky named his business using his own name and what he produced - bagels. **Mr. Belinsky's Bagels**. Fill in the chart below with business names from the community, or use the yellow pages of the phone book. Then, make up one name for each category. Start "collecting" names that interest you.

**Businesses Named After People**

\* Sears

**Business Names That Suggest**

**Quality or Superiority**

\* Best Buys

**Business Names that Tell What Is Sold or Produced**

\* Dunkin Donuts

**Business Names that Make You Ask**

**"Why did they use that name?"**

\* Forty Quarters (Clothes under \$10)

\* Key Lime Pie (a hair salon)

**Business Names with Alliteration**

(Repeated sounds such as Bon Bon Bakery)

\* Coca Cola

**Business Names that Make You Laugh**

\* Key Lime Pie

**Area Franchises**

\* Wendy's

**Business Names That Say the Business Is Great or Tops**

\* Super Fresh

## DEMAND = A WILLINGNESS TO BUY + ABILITY TO PAY

Mr. Belinsky had a loyal group of customers. They loved his bagels. He was an excellent baker, and his pastry was even more popular than his bagels. However, Mr. Belinsky was happier making bagels than making the pies, cakes, and cookies to compete with the BonBon Bakery. Put on your chef's hat and give Mr. Belinsky some advice.

WHY DO YOU THINK THE PASTRIES WERE MORE POPULAR THAN MR. BELINSKY'S BAGELS?

HOW COULD BELINSKY ATTRACT MORE CUSTOMERS TO HIS SHOP?

WHAT OTHER PRODUCTS COULD BELINSKY SELL THAT MIGHT HELP HIS BAGEL SALES?

CAN YOU THINK OF ANY WAY TO MAKE BELINSKY'S BAGEL CUSTOMERS SWITCH TO THE PASTRY AND SWEET BAKED GOODS?

HOW MIGHT A PARTNER HELP MR. BELINSKY?

## THUMBS UP FOR BAGELS!

HOW MIGHT THE FOLLOWING SITUATIONS AFFECT THE DEMAND FOR BAGELS?

THE PRICE OF CREAM CHEESE GOES UP.

A NEWS ARTICLE SAYS BAGELS ARE A GOOD SOURCE OF ENERGY.

THE NEWSPAPER PUBLISHED A DOZEN QUICK LUNCHESS MADE WITH BAGELS.

THERE IS A "BUY A DOZEN, GET SIX FREE" SALE ON BAGELS

CREAM CHEESE IS ON SALE

A NEW OFFICE COMPLEX IS BEING BUILT ACROSS FROM THE BAGEL BAKERY

DONUTS ARE ON SALE AT THREE OF THE MOST POPULAR DONUT SHOPS.

THE BAGEL BAKERY OFFERS A FREE CUP OF COFFEE OR HOT CHOCOLATE WITH ANY BAGEL ORDERED FOR BREAKFAST

THE PRICE OF DONUTS DOUBLES.

THE PRICE OF BAGELS DOUBLES.

JUST THINKING:

WHAT FACTORS CAUSE DEMAND TO INCREASE?

WHAT FACTORS CAUSE DEMAND TO DECREASE?

## THE BAGEL WARS: COMPETITION

One day, Mr. Belinsky looked across the street and saw that the empty boarded up store was going to reopen as a bakery. Since both Mr. Belinsky and the BonBon Bakery both sold baked goods, they were competitors. When Mr. Belinsky sold only bagels and the BonBon Bakery sold sweets, the two businesses were in indirect competition, competing but not offering exactly the same product. When Mr. Belinsky started making sweets such as cookies and cakes similar to the sweets offered by the BonBon Bakery, the two businesses were in direct competition. Complete the chart below by writing whether the competition between the two businesses named is **direct or indirect**:

1. Coca Cola and Pepsi
2. Lee Jeans and Levi Jeans
3. Levis and Dockers Khakis
4. Nike and Reebok
5. Pizza Hut and Ground Round
6. Burger King and McDonalds
7. Mr. Belinky's Bagels and Manhattan Bagels
8. Taco Bell and McDonald's
9. Dunkin Donuts and Mr. Belinsky's Bagels
10. Sears and Wal-Mart
11. Ford Explorer and Jeep

## UNIQUE SELLING POINT: DIFFERENTIATING YOUR BAGEL!

Lots of stores sell bagels. How does each store capture the share of the consumers' dollar votes? Think of what is different or unique about each of the stores where you can buy bagels.

Under each category, list names of businesses that fit:

Like Mr. Belinsky, the only thing this store makes is bagels....

This store also sells breakfasts, lunches and coffee.....

This store sells bagels as well as a large variety of other things....

You can buy frozen bagels here....

You can buy a bagel as you shop for books.....

This is a good place to pick up a bagel when you are traveling.....

Here a sandwich is made using bagels.....

## POPULAR AND CROWDED AND BUSY....

"Soon Mr. Belinsky was baking oatmeal cookies and blackberry tarts, pecan pies and apple strudel. His happy customers bought everything. Belinsky's Bagels had never been so popular. Popular and crowded and busy...."

Can you think of ways Mr. Belinsky can make just bagels and keep his shop as crowded, popular, and busy as it was when he sold all the sweet pastries? List your ideas here:

When Frankie came into buy an onion bagel, he found the bin filled with éclairs. When he asked Mr. Belinsky where the onion bagels were, Mr. Belinsky said "Sorry Frankie, not time."

How could Mr. Belinsky change his business to have time to make bagels *and* the sweet pastries? Write your ideas below:

# LOCATION! LOCATION! LOCATION!

A new mall is being built. Help find the ideal spot for Mr. Belinsky to open a larger bagel shop. You will need to pick a major "anchor" store for each end of the mall. Design a layout for the businesses listed below and give each business a clever name. Make sure you have a reason for placing each shop where you do.

Belinsky's Bagel Shop (is there a better name for his shop?)

a coffee shop

a pizza shop

a sandwich shop

two anchor stores

a discount clothing store

a card shop

a used clothing shop

a health food store

a book store

a women's clothing shop

a hobby shop

a family shoe store

a pet/pet supply shop

a computer supplies store

a dry cleaning shop

# START YOUR OWN BAGEL BUSINESS!

Think of a special bagel, bagel product, bagel store, or menu item using bagels. Design an ad for your creation. Remember the elements of a good ad:

WHAT IS FOR SALE

WHY THE CONSUMER SHOULD BUY THE PRODUCT

WHERE THE STORE IS OR WHERE THE GOODS OR SERVICE IS  
AVAILABLE

WHAT THE GOOD OR SERVICE COSTS

Use a hook to get the reader's attention. Use color and clever wording.

## REWRITING THE STORY

Imagine what might have happened if the BonBon Bakery had not moved into the vacant store across the street. Mr. Belinsky had said that his store was old and cramped. How might the story have unfolded if Mr. Belinsky bought the vacant store for himself? Retell the story with different details and a different conclusion. Include information such as the three basic economic questions, productive resources, competition, and demand for his products. Design a new sign for the store.

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