

**TERMS THAT YOU MAY NEED INFORMATION ON :**

- 1. ECONOMIES OF SCALE - AVERAGE COSTS FALLS FOR EACH ADDITIONAL UNIT THAT IS PRODUCED = GREATER OUTPUT USUALLY MEANS LOWER COSTS OF PRODUCTION = GREATER PROFIT**
- 2. HIGH FRUCTOSE CORN SYRUP - NATURAL SUGAR EXTRACTED FROM CORN**

**\*\* STORY # 1 > INCREASING COSTS, COMPETITION, AND MARKET FLUCUATIONS PUT TREMENDOUS PRESSURE ON COKE'S PROFITS. WHAT COULD THEY DO TO CONTROL COSTS AND MAINTAIN PROFITS ?**

**HOW BIG IS THE SOFT DRINK INDUSTRY ?**

**WHAT PROBLEM DID COKE FACE IN THE 1980s (HINT - IT WAS RELATED TO AN INGREDIENT THEY USED) ?**

**WHAT WAS THE AVERAGE NUMBER OF SOFT DRINKS EACH PERSON IN AMERICA DRANK PER YEAR ?**

**HOW MUCH SUGAR WAS COKE USING A YEAR ?**

**WHAT ALTERNATIVE TO SUGAR WAS FOUND ?**

**HOW MUCH OF AN ADVANTAGE DID THE HIGH FRUCTOSE CORN SYRUP HAVE OVER SUGAR CANE ?**

**SUCCESS IN THE SOFT DRINK INDUSTRY WENT TO THE FIRM THAT COULD BECOME A \_\_\_\_\_ VOLUME AND \_\_\_\_\_ PRODUCER**

**MR. GILL SAYS THAT > " THE WAY WE PRODUCE ALL PRODUCTS IS DEPENDENT ON THE COSTS OF THE \_\_\_\_\_**

**\*\* STORY # 2 > WHY THE STUDEBAKER AUTOMOBILE COMPANY DIDN'T MAKE IT**

**WHAT WERE STUDEBAKER'S BUSINESS STATISTICS :**

<u>REVENUE</u>	<u>MARKET SHARE</u>	<u>ANNUAL PROFIT</u>
\$	%	\$

**IN THE LATE 1800 s, STUDEBAKER WAS ORIGINALLY A COMPANY THAT MADE WHAT PRODUCT ?**

**THE DEPRESSION DROVE STUDEBAKER INTO \_\_\_\_\_**

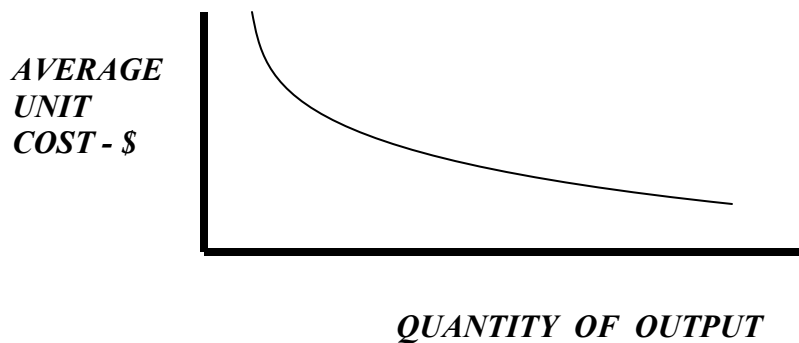
**WHAT BROUGHT THE COMPANY BACK TO PROFITABILITY ?**

**WHAT PROBLEM DID STUDEBAKER RUN INTO IN THE EARLY 1950 s ?**

**STUDEBAKER COULD NOT BORROW ENOUGH MONEY TO STAY COMPETITIVE AND LOST OUT TO OTHER COMPANIES WHO HAD GREATER \_\_\_\_\_ OF \_\_\_\_\_**

**IN 1963 HOW MUCH MONEY DID STUDEBAKER LOOSE AND WHAT HAPPENED TO IT ?**

**WHAT DOES MR. GILL'S GRAPH ( BELOW ) ILLUSTRATE ? PUT A TITLE ON IT :**



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**\*\* STORY # 3 > HOW DID THE ASBURY PARK NEWSPAPER BECOME SO SUCCESSFUL ?**

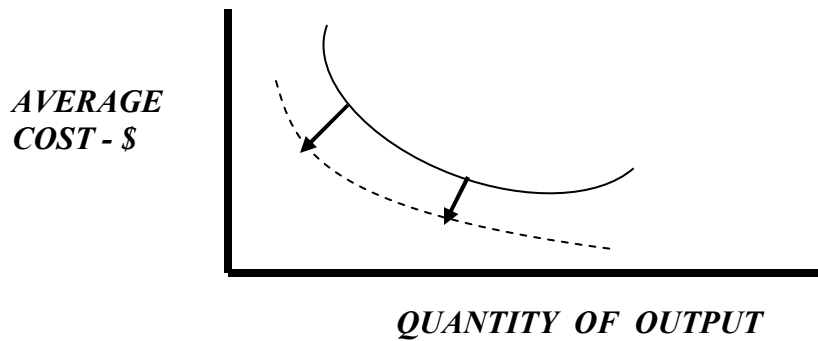
**WHAT TECHNOLOGY ADVANCEMENT LED TO LOWER COSTS IN THE PUBLISHING BUSINESS ?**

**WHAT TWO THINGS DID THE NEW TECHNOLOGY ALLOW THE NEWSPAPER TO DO ?**

1. **LOWER COSTS BY INCREASING** \_\_\_\_\_
2. **PRODUCE A BETTER PRODUCT TO MORE EFFECTIVELY SERVE TARGET AUDIENCES - THIS LED TO INCREASED** \_\_\_\_\_ **AND** \_\_\_\_\_

**HOW MUCH HAS THE NEWSPAPER'S CIRCULATION GROWN OVER THE PAST 25 YEARS ?**

**WHAT EFFECT DOES MR. GILL'S CHART ( BELOW ) SHOW ?**



**NARRATOR DAVID SCHOUMACKER EMPHASIZES THAT ..... BUSINESSNES**  
**MUST TAKE** \_\_\_\_\_ **TO KEEP UP AND** \_\_\_\_\_