

# Business

## We Need a Flyer...

Choose one of these businesses and design a flyer to bring in more customers:



### A. Fashion Boutique

The local Women's clothes shop wants to advertise their sale.



### B. Stock Car Racing Team

A local Racing car driver wants you to help him get more fans come and watch his next race.



### C. Video Games Shop

The local video games shop wants to advertise the new games coming in time for Christmas.



### D. Local band

A local band would like you to promote their gig.



### E. Horse Riding Centre

A horse riding centre wants to advertise its new Saturday lessons.

### Challenge – Can you make it cheaper?

Write an email (or letter) to a friend and say what you could do to make the flyer cheaper to print?

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## **Business Hints – Making it Cheaper**

These are some of the possible ways a business could make the printing cheaper:

- The business could print on A5 rather than A4 (Smaller)
- Spot Colour printing – Use 1 or 2 colours rather than full colour leaflets
- The business could choose to print in black and white.
- The business could make the flyer single sided. Double sided or duplex is sometimes even more expensive than 2 single sheets because of the work involved.
- The business could choose to use in-house printers. (Only cost effective for small quantities)
- The business could choose to do its own design rather than pay for a graphic designer. (They could send it to the printers as a PDF or even a Word File)
- The business could use cheaper paper
- The business could work with a partner and share the printing costs