

4.5 Analyzing Sales Promotions

Examples

Ex 1. Kristin is buying six watches as gifts for her friends. The store has two promotions to choose from for watches with a regular price of \$12 each:

- The real deal: buy one, get one half price
- The big discount: $\frac{1}{3}$ off the purchase

Which promotion should Kristin choose?

The Real Deal

6 watches

$$3 @ \text{full price} = 3 \times \$12 = \$36$$

$$3 @ \frac{1}{2} \text{ price} = 3 \times \$6 = \$18$$

Total \$54

The Big Discount

$$6 @ \text{Reg. Price.} = 6 \times \$12 = \$72$$

$\frac{1}{3}$ of \$72

$$\frac{1}{3} \times 72 = \$24 \text{ discount (save)}$$

$$\$72 - \$24 =$$

price discount

\$48
Total.

The Big Discount saves
more money.

4.5 Practice

1. Nikki needs 8 new sets of linens for her massage therapy business. She checks out the sales at two different stores.

- Bedding & More: Buy 1 get 1 free; Regular price \$32.50/set
- Lydia's Linens: 40% off regular price of \$26.49

a) How much do 8 sets of linens cost at each store?

b) Which store offers the better price?