# Max’s Market Stall: The Economics of Enterprise

*Learning objective: To understand the difference between needs and wants, and how to manage a budget effectively to achieve a financial goal.*

Follow the drawing prompts to create a scene where Max the monkey is setting up his community fruit stall. Label your diagram to explain how he manages his money.

**Draw: Draw a vibrant market stall scene featuring Max the monkey. Include a chalkboard sign displaying prices in pounds and pence. On one side of the stall, draw a 'Needs' crate (healthy food) and on the other, a 'Wants' crate (treats). Draw a small 'Savings Jar' near the cash box. Use a clear, detailed style, and add labels from the word bank to point to specific elements of your drawing.**

*Label words: Budget · Profit · Needs · Wants · Income · Expenditure · Savings*

## Steps:

1. Identify three items on Max's stall that are 'needs' for a healthy lifestyle and three items that could be considered 'wants'. Explain the difference.
2. Max spends £15.00 on fresh fruit and sells it all for £22.50. Calculate his profit. Show your working out.
3. Explain why it is important for Max to keep a portion of his profit as 'savings' rather than spending it all immediately.

4. If the price of fruit suddenly increased, how might this impact Max's 'expenditure'? Justify your answer.
5. Compare and contrast the benefits of using cash versus a digital banking app for Max's business.
6. What might happen to Max's business if he fails to track his 'income' and 'expenditure' correctly? Explain your reasoning.