Name Date

Enrichment and Extension

6.5

Selling Super Slick Shoes

You work at Super Slick Shoes and are planning a new advertising campaign. You have been given information about the shoe sales of your company and your competitor. You want to be sure that you are making your company sound as good as possible.

 1. Your athletic shoe department sold 135 thousand pairs of Super Sweet Sneakers this year, which is a 125% increase over last year’s sales.

 a. How many pairs of Super Sweet Sneakers did you sell last year?

 b. By how many thousand pairs did the sales increase?

 2. The athletic shoe department of your competitors sold 258 thousand
pairs of Super Smooth Sneakers this year, which is a 50% increase
over last year’s sales.

 a. How many pairs of Super Smooth Sneakers did they sell last year?

 b. By how many thousand pairs did their sales increase?

 3. For sneakers, would you use the *amount* of increase in sales or the
*percent* of increase in sales to make your company sound better than
your competitor? Explain your reasoning.

 4. Your designer shoe department sold 175 thousand pairs of Super Sleek Sandals this year and anticipates a 70% increase in sales next year.

 a. How many pairs of Super Sleek Sandals do you expect to sell
next year?

 b. By how many thousand pairs do you expect the sales to increase?

 5. Your competitors sold 150 thousand pairs of Super Snazzy Sandals
this year and anticipate an 80% increase in sales next year.

 a. How many pairs of Super Snazzy Sandals do they expect to sell
next year?

 b. By how many thousand pairs do they expect their sales to increase?

 6. For sandals, would you use the anticipated *amount* of increase in sales
or the anticipated *percent* of increase in sales to make your company
sound better than your competitor? Explain your reasoning.