





ENGR 407: Crash N Burn Spring 2019

Team 1: Taofik Akinsanmi, John Mcgrogan, Kelly Dougherty,
Peter Luo, Sarah Kane



Description of Businesses

- **Car Service** - Kelly gave rides to her business fraternity to their social on Gill Street on Friday, January 25th from 9pm-12am
- **Pizza and Hot Chocolate** - Sold pizza and hot chocolate outside John's house on Saturday, January 26 and Saturday, February 2 between the hours of 6pm-10pm.
- **Espresso Shots** - every group member took 40 espresso shots and sold them on campus, specifically targeting the library and large classroom areas, like Thomas and Forum, on Wednesday, February 7th and Thursday, February 8th
- **Tutoring Service**- Peter tutored someone
- **Fake Uber/Lyft Service** - Provided car rides within a 5min - 15min radius in State College. All requested rides were taken after 8:30PM everyday.

Total Sales

Service/items sold	Quantity	Investment cost	Total sales	Total profit
Pizza	14 whole pizzas	\$114	\$224	\$110
Hot chocolate	50 cups	\$15	\$75	\$60
Car Service	30 rides	\$13	\$206	\$193
Espresso Shots	200 espresso shots	\$0	\$376	\$376
Fake Uber/Lyft Service	18 rides	\$25	\$155	\$135
Tutoring Service	3 person	\$0	\$38	\$38

Itemized Expenses and Total Expenses

Service	Items needed for service and cost	Total expense
Driving	Gas (Kelly & Taofik & Peter): \$10 & \$25 & 3	\$38
Selling pizza	Pizza x14: \$112 Plates: \$2 (had most already)	\$114
Selling hot chocolate	Milk x5: \$15 Cups: Already had Chocolate mix: Already had	\$15
Selling Espresso Shots	Espresso Shots: \$0 (had gotten them from a friend who works for Amazon)	\$0

Percent of total sales for each business

Business	Total Profit	Percent of Total Sales
Pizza	\$110	12%
Hot chocolate	\$60	7%
Car Service	\$193	21%
Espresso Shots	\$376	41%
Fake Uber/Lyft Service	\$135	15%
Tutoring Service	\$38	4%

What we learned

- We learned that there are different ways to make money, other than getting a job and working for someone else.
- It is not as hard to sell on the street as previously thought.
- The less you money you request for a service that's already expensive, the more you gain profit.

Total

\$912.00