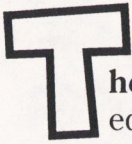


The Market Place™

IBM/Tandy



he Market Place includes three fun and educational games.

In **Sell Apples**, children set up an apple stand and decide how much to sell the apples for. The object of the game is to discover which price will yield the highest income. Set the price too high, and no one will buy. Set the price too low, and you won't cover your expenses. At the end of each game, a graph helps children identify sales trends. Calculations are demonstrated and reinforced in a step-by-step fashion, helping children understand the relationships among selling price, the number of apples sold, and income.

In **Sell Plants**, children must sell 1,000 tomato plants. They have ten "days" to sell as many plants as they can — and make as big a profit as they can. Children have the option of investing some of their money in advertising. The concept of profit becomes clear when expenses are subtracted from income. The price is set at 50¢, so the only way to affect sales is to vary the amount of advertising. Children will discover that advertising generally increases sales but that too much advertising will eat into profits.

In **Sell Lemonade**, another element of business is introduced. In addition to setting a price and deciding how much to advertise (the concepts addressed in **Sell Apples** and **Sell Plants**, respectively), children must decide how much lemonade to make. As with the other games, the object is to make the greatest possible profit. To add realism, random events may occur that affect sales. For example, it might rain! Up to three lemonade stands can be operated at the same time. This allows children to work in groups and to compare different marketing strategies.

Floppy Disk Start-Up Instructions

1. Insert **The Market Place** disk into disk drive A.
2. Type **A:** and press Enter.
3. Type **GO** and press Enter.
4. Choose the item of your choice from the Main menu.

Hard Disk Installation Instructions

1. Insert **The Market Place** disk into disk drive A.
2. Type **C:** and press Enter.
3. Type **MD C:\MARKET** and press Enter.
4. Type **CD\MARKET** and press Enter.
5. Type **COPY A:*.*** and press Enter.

Hard Disk Start-Up Instructions

1. Type **C:** and press Enter.
2. Type **CD\MARKET** and press Enter.
3. Type **GO** and press Enter.
4. Choose the item of your choice from the Main menu.

You can stop the game at any time by pressing the Escape key twice.

The Market Place is not copy-protected, but it is copyrighted. This means that you may legally make one copy of the disk, but only for your own backup purposes. You may not sell or give copies to other people. We encourage you to write-protect the original disk, make a backup, put the original in a safe place, and use the backup. Then, if your backup disk breaks, you can make another copy of the original.



The Market Place includes three fun and educational games.

In Sell Apples, children learn to sell as much as they can. The Market Place disk includes three fun and educational games. In Sell Apples, children learn to sell as much as they can. The Market Place disk includes three fun and educational games.

Hard Disk Installation Instructions
1. Insert The Market Place disk into disk drive A.
2. Type C: and press Enter.
3. Type MD C:/MARKET and press Enter.

4. Type CD/MARKET and press Enter.
5. Type COPY *.* * and press Enter.
6. Press any key to return to the main menu.

Hard Disk Start-Up Instructions
1. Type C: and press Enter.
2. Type CD/MARKET and press Enter.
3. Type GO and press Enter.

4. Choose the item of your choice from the Main menu.
5. Press any key to return to the main menu.
6. Press any key to return to the main menu.

In Sell Apples, another element of business is introduced. The Market Place is not only a fun and educational game, but it is also a business simulation. In Sell Apples, another element of business is introduced.

This means that you can really make money in the Market Place. This means that you can really make money in the Market Place. This means that you can really make money in the Market Place.

original disk with a backup, not the original in a soft pack, and use the backup. If you have a backup disk, you can make a backup copy of the original. If you have a backup disk, you can make a backup copy of the original.



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