

Name _____ Date _____

Marketing Essentials
Chapter 7 Basic Math Skills

eMarketing Worksheet Activity: Going Paperless

Directions Use your basic math skills to answer the following questions related to savings enjoyed by going paperless. Show your calculations.

1. Assume that United States companies spent approximately \$8 billion on paper last year. One company estimated that it saved \$100,000 in paper costs in one year when it replaced paper processing with computer tablets. How many companies would have to save \$100,000 to cover the annual cost of paper used in the United States in one year?

2. Conduct research on the Internet to find out the price of an Apple iPad for business use. How much money has to be invested by a company to equip 50 delivery persons with high-end iPads?

3. Calculate the net savings, if any, from the \$100,000 savings enjoyed by other companies that went paperless.

4. Brainstorm and list uses for computer tablets in business to cut down on expenses.

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5. Role Play. Use your math skills and knowledge of how iPads can help businesses reduce waste and future expenses by making a case to a local store owner of your choice to purchase iPads for use in the store's operations. Select an appropriate business and business operation to replace with these computer tablets. Include math calculations to support your presentation.
