

# Dairy Enterprise



You are the Sales Director at SellMilk Ltd - a dairy enterprise. You process milk into milk products which you sell to make a profit.

Each year you can process milk into 100 units of milk products. You decide how many units of each product you will produce. For each product type, you can see how much it costs to produce a unit and how much you can sell it for.

## Dairy Enterprise

GoDairy!

**Decisions**

If the bar is high, then there is a lot of demand for the product.

If the bar is low, then there is little demand for that product.

Once you have decided which products to produce, click "Next"

You will then be shown an event for the year, which will affect your costs.

YEAR
1

100
Units produced

**High**

Medium

Low

Dairy Products   Milk Powder   Specialist Products

Predicted Demand

|   |  |  |  |
|---|--|--|--|
| <p>Dairy Products</p> <p>50 units      100 units</p>      | <p><b>\$40</b></p> <p>Cost per unit</p>  | <p><b>\$100</b></p> <p>Price per unit</p>  | <p><b>25</b></p> <p>Units produced</p> |
| <p>Milk Powder</p> <p>50 units      100 units</p>         | <p><b>\$3</b></p> <p>Cost per unit</p>   | <p><b>\$10</b></p> <p>Price per unit</p>   | <p><b>37</b></p> <p>Units produced</p> |
| <p>Specialist Products</p> <p>50 units      100 units</p> | <p><b>\$400</b></p> <p>Cost per unit</p> | <p><b>\$1000</b></p> <p>Price per unit</p> | <p><b>38</b></p> <p>Units produced</p> |

Bank: \$50,000

Next