



Economics of One Unit Worksheet

Part 1: Working as a group, decide on an idea for a toy and describe your toy idea below.

Toy Idea: _____

Toy Name: _____

Target Customer: _____

Part 2: Next, gather your materials needed to build your toy. Put together your toy using people in your group. Record how long it takes to build the toy.

Time (in hours) needed to build the Toy: _____ Hours

Determine how much you are going to pay per hour to build the toy: \$ _____ / Hour

Multiply the time (in hours) and the hourly pay rate for your labor cost per toy. \$ _____ / Toy

Part 3: Record how many Legos of each color are needed to assemble your toy. Then, calculate the total cost per color by multiplying the cost of the color by the number of units used.

Color	Cost	# of Units Used	Total Cost per Color
Red	\$0.15		
Blue & Green	\$0.15		
Black & Brown	\$0.09		
Pink & Purple	\$0.06		
White & Clear	\$0.09		
Orange & Yellow	\$0.03		
Light Green	\$0.02		
Grey & Brown	\$0.06		
Light Blue	\$0.05		
		GRAND TOTAL =	



Economics of One Unit Worksheet Continued

Part 4: Calculate your COGS per unit by adding together your materials and labor costs. Decide if there will be any other variable expenses per unit (such as shipping of commission). Determine a selling price for your toy in your group. Then, complete the Economics of 1 Unit chart below.

Economics of One Unit

Selling Price per Unit	(A) = \$
COGS per Unit (Total Materials + Total Labor)	(B) = \$
Other Variable Expenses per Unit (Commission & Shipping)	(C) = \$
Total Variable Expenses per Unit ($B+C$)	(D) = \$
Contribution Margin ($A - D$)	\$

Be prepared to share your toy and your calculations with the class!

Use the space below for any calculations: