

Name: \_\_\_\_\_  
Class Period: \_\_\_\_\_  
Date: \_\_\_\_\_

**Black Friday Internet Research! (*Wise consumers do their research*)**

1. Review the site <http://www.theblackfriday.com>. Choose two businesses that are listed. What target market are they attempting to reach with their ads? Explain.  
A.  
  
B.
2. What is the appeal of Black Friday?
3. Why do consumers get excited about the day **and** why do businesses participate?
4. Why is it called “Black Friday?”  
(Hint: Look under BlackFriday FAQ)
5. List **THREE** tips for BlackFriday shopping.  
(Hint: Look under BlackFriday FAQ)
  - 1.
  - 2.
  - 3.
6. What item would you consider the “best deal”?
7. In 2010, what % of holiday sales occurred on Black Friday?
8. Visit [http://en.wikipedia.org/wiki/Cyber\\_Monday](http://en.wikipedia.org/wiki/Cyber_Monday)  
What is Cyber Monday?

9. Why is Cyber Monday becoming more popular?

10. Review <http://www.cybermondaycentral.com/>

List two deals from this site you consider to be “great deals”.

11. Will you be out shopping on Black Friday?      If so, where do you plan to shop?