


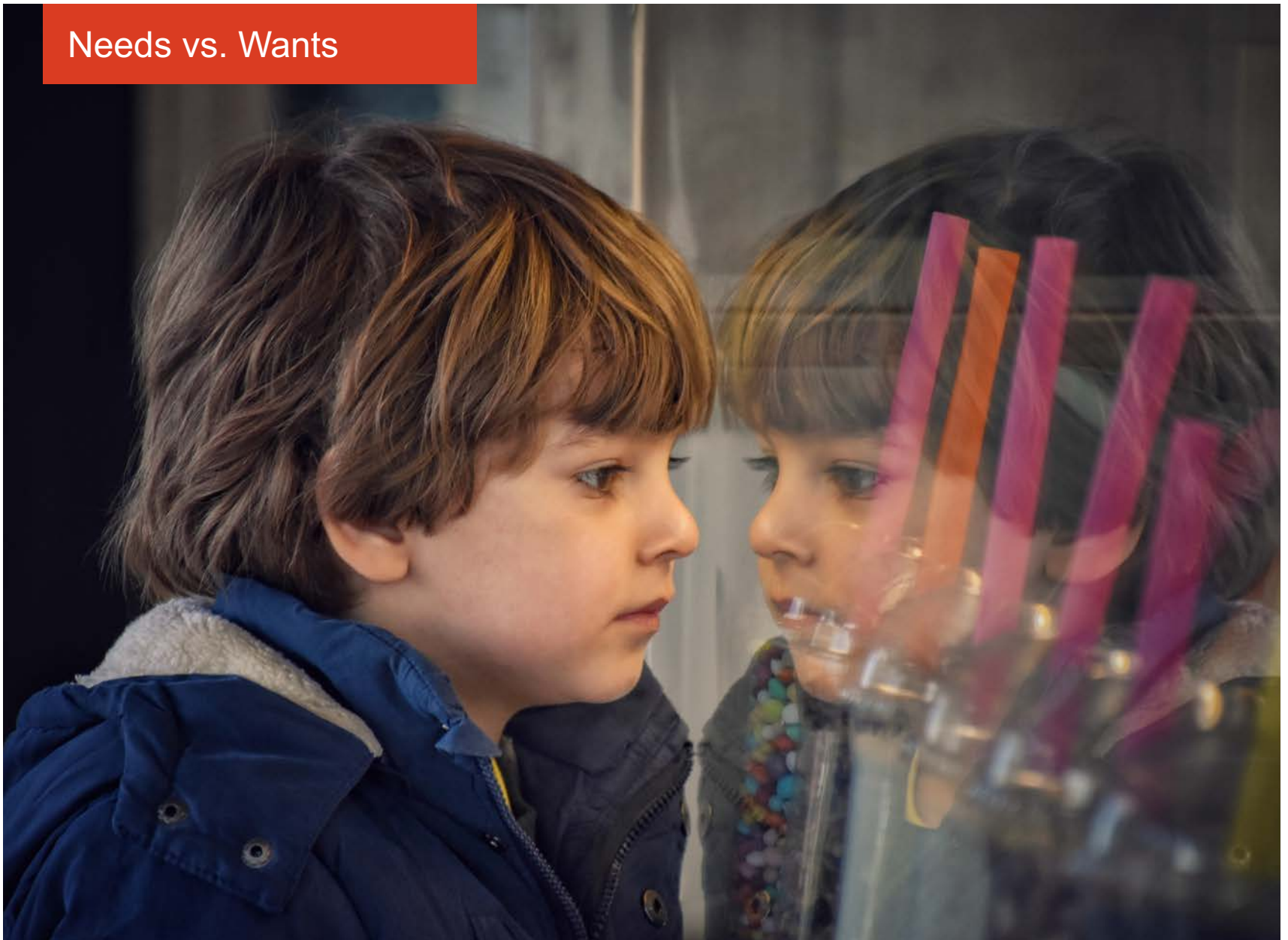


# Comparison Shopping

Community  
 Bank N.A.

 Practical  
Money Skills

## Needs vs. Wants





## NEEDS

Something essential,  
something you cannot  
live without.



## WANTS

Something you desire  
but do not necessarily  
need to live.

Remember, needs for one person may be only a  
want for another person. Lists will vary for everyone.



## Comparison Buying



## Comparison Buying

Which is the better buy?

1 candy bar for \$1.25



10 candy bars for \$10.00



## Comparison Buying (continued)

Which option is the better buy?

Discuss different reasons for wanting to buy different pack sizes.

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Candy bars	Cost	Cost per item
1 candy bar	\$1.25	\$1.25
10 candy bars	\$10	\$1.00

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## Advertising Analysis



# Advertisement analysis



Use advertisements from similar stores to compare prices and potential sales or deals going on.



Plan purchases around holiday sales or specials.



# REMEMBER

**Exercise willpower and self-control.**

Try to not indulge in unnecessary spending (needs vs. wants).

**Comparison shopping will help you become a smarter consumer.**

You'll know you're getting the most for your money.

**Evaluate your budget regularly.**

Know how much money you have at all times.

