

Factors that shift demand

Cut out the images below and stick them in the middle of some flipchart paper – one product per flipchart. Split the class into 3 groups and give each group one of the flipcharts. Give them 2 minutes to brainstorm as many reasons as possible why the demand for that particular product may increase or decrease. Answers should be recorded on the flipchart for further discussion.

After 2 minutes rotate the groups so that each group gets to consider a new product and add to the existing reasons. Repeat for the third and final product.

At the end of the activity there will be a large number of “factors” that have been listed by the students and can then formulate a worthwhile discussion about some of the more common factors.





