

DECIPHERING VALUE AT THE STORE

With a little thought, you can find the best value for your money at the store. Mind you, it will still come down to your own preference, so it's not all about price.

FLIP OVER FOR YOUR NEXT CHALLENGE



EARN THIS NUGGET

Go on two shopping trips and look for the “unit-price” indicators and give your purchase recommendations based on quality of product, and cost per unit on all relevant products.

Have you noticed at stores they break out the unit price of items? This is to help you calculate the actual cost.

The unit price may be listed in pounds, ounces, grams, square feet, etc. So often the cheaper priced package may be the worst value when you start comparing the actual pre-unit price.

Toilet rolls or paper towels are a good example. They all sort of look the same, but some have a whole lot more product on the roll than others. It's not unusual for one of the cheapest pack prices to actually be the worst value.

Now of course, it's not all about price. We all have our favorite brands. So you have to take that into account. But using this method of assessment will ensure that you know how good the decision you are making is.

