Your task is as follows:

* Build a computer using the Tiger Direct website
* Include **ALL** required components *(see list below)*
* Stay under a budget of $1200 using an Excel spreadsheet to calculate costs
* Complete constructed short response supporting **ALL** purchasing decisions
* Print out shopping cart document for your computer
* Determine who is the target market for your computer and **WHY**
* Determine a selling price for your computer based on your desired profit margin (use Excel spreadsheet)
* Create a brochure advertising and informing others about your computer

You will turn in the following for this project:

* Shopping cart print out **(10 points)**
* Excel spreadsheet with costs, selling price, and profit per computer (**10 points)**
* Constructed short response supporting purchase decisions **(25 points)**
* Typed target market description and rationale **(10 points)**
* Brochure **(25 points)**

**Total: /80**

**Required components:**

* Printer
* Speakers

\*Depends on motherboard (optional)

* Power supply
* Monitor
* Keyboard
* Mouse
* Media drive(s)
* Fans/cooling
* Sound card\*
* Graphics card\*
* Wireless card\*
* Case
* Motherboard
* Processor
* Hard drive
* Memory (RAM)

**V**

**The past week and a half you have been learning about many computer components and their uses. Knowing this will help you when you want to purchase or build your own computer. For your final project you had to utilize the Tiger Direct website to determine what computer components you needed in order to design a computer for a particular user. Explain WHY you purchased the part that you did for the processor, hard drive, memory (RAM), media drive(s), and the various cards (sound, graphics, and video). In your explanation make sure to keep the end user in mind. For example, explain why your intended user would need a certain processor. Then, justify why your intended user would need the particular amount of memory you chose and so on.**

**CSR Graphic Organizer**

This should be an informational brochure telling your target market about the computer and also WHY they should buy it. 25points

* All 3 panels need to be completed (+10 points EC if fill all 6 panels)
* Include selling price
* Include description of each computer component
* Include the benefits of buying your computer
* At least 3 graphics
* No spelling/grammatical errors
* Professional look (appropriate font, use of white space, etc.)
* Content is informational & persuasive