

MARKETING

FIRST TO HIRE 3 PEOPLE IN 1 TURN

+ 2 Management Trainees



FIRST TO TRAIN SOMEONE

\$15 discount on salaries



FIRST BILLBOARD PLACED

No salaries for marketeers; Eternal marketing



FIRST TO THROW AWAY DRINK/FOOD

Get a freezer that stores 10 items (drink or food)



FIRST BURGER PRODUCED

+1 burger cook



FIRST BURGER MARKETED

+ \$5 for every burger sold



FIRST WAITRESS PLAYED

Each waitress +\$2



FIRST PIZZA PRODUCED

+1 pizza cook



FIRST PIZZA MARKETED

+ \$5 for every pizza sold



FIRST TO HAVE \$20

May see bank reserve cards



FIRST ERRAND BOY PLAYED

All buyers get + 1 drink from each source



FIRST DRINK MARKETED

+ \$5 for every drink sold



FIRST TO HAVE \$100

Your CEO counts as CFO (+50% to cash earned) May not have a CFO.



FIRST CART OPERATOR PLAYED

Buyers get range +1



FIRST AIRPLANE CAMPAIGN

Count +2 open slots when determining order of play



FIRST TO LOWER PRICES

Price -\$1

Sale!

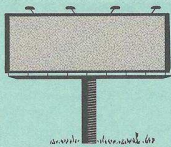
FIRST TO PAY \$20 OR MORE IN SALARIES

May use multiple trainers on the same person



FIRST RADIO CAMPAIGN

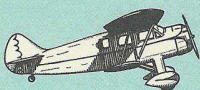
Your radios market 2 goods per turn instead of 1



AFFECTS EACH HOUSE IT TOUCHES DIRECTLY



AFFECTS EACH HOUSE IT CAN REACH WITHOUT CROSSING A STREET.



AFFECTS ALL HOUSES IT FLIES OVER.



AFFECTS ITS OWN BLOCK AND ALL ADJACENT BLOCKS: HORIZONTAL, VERTICAL, DIAGONAL.

FOOD CHAIN



Magnate

PLAYER MENU

1 RESTRUCTURING

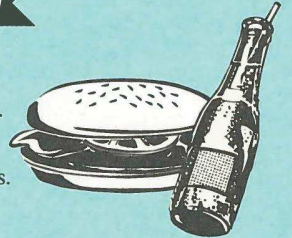
Place employees face down into an at-work and a beach pile. When all players are ready, create company structure with employees at work.

2 ORDER OF BUSINESS

Most open slots chooses first. Tiebreaker: previous turn order.

3 WORKING 9:00-5:00

1. Recruit employees.
2. Train employees.
3. Initiate marketing campaigns.
4. Get food & drinks.
5. Place new houses and gardens.
6. Place or move restaurants.



4 DINNERTIME

Determine prices: standard price \$10; include effects of any pricing, discount, and/or luxury managers and the pricing milestone.


In order of house number:

1. Eat at restaurant offering all items on house. Multiple choices: go to restaurant with lowest result of Price + Distance. Tiebreaker: most waitresses; if that is also equal: turn order.
2. Restaurant earns \$ Price + Bonus for each item sold. Bonus is +\$5 for hamburger, pizza, or drinks milestone. A house with garden yields (2 x \$ Price) + Bonus. Discard sold items from house and stock.

If no restaurant can deliver the complete demand, the items stay on the house.



5 PAYDAY

Pay salaries: \$5 per card with  Reductions may apply.



6 MARKETING CAMPAIGNS

Resolve campaigns in order of printed numbers. Max marketing tokens on house: 3 (5 with garden).

7 CLEANUP

1. Discard unsold food and drinks. Activate new restaurants. Return empty marketing campaigns.
2. Take all employee cards back into your hand (including marketeers with no active marketing campaign).
3. Take remaining milestone cards that have been awarded this turn out of play.