THE OFFICE/MOROCCAN CHRISTMAS

Background: ***The Office*** is an American comedy television series. The series depicts the everyday lives of office employees in the Scranton, Pennsylvania branch of the fictional Dunder Mifflin Paper Company.

Plot: Dwight researches for weeks in advance of Christmas and discovers the hot toy this season will be a Unicorn Princess doll. Taking advantage of procrastinating parents, he buys out all of the stores monopolizing the inventory with the plan of selling to desperate parents at prices well above retail. He is correct in all assumptions and sells out his supply in no time at many times the original price. Meanwhile, Toby is on the phone with his daughter who lives with his estranged wife. When she expresses her glee over the doll, he sees this as an opportunity to make his ex-wife look bad and is happy to pay the $200 asking price. But he arrives as Daryl is buying the last one. Toby is distraught, but Daryl has sympathy and is willing to sell his for $400. When he sees the doll he’s purchased, it turns out better than he had hoped for.

Concepts: Supply and Demand, Utility, Inelastic Demand, Monopoly Power

1. Why are roses more expensive on February 14th then just about any other day in the year?
2. Would the buyers in this clip have been willing to pay $200 for the doll three weeks earlier?
3. What advantages did Dwight have in establishing the market for Princess Unicorn?
4. How do deadlines relate to individuals willingness to purchase an item at specified prices?
5. Why was Toby willing to pay twice as much for the doll?
6. Why do retailers discount the price of Christmas cards on December 26th?