Research Question

Street Dog, Inc., a publicly-traded company, operates hot dog carts on the streets of major cities. Street Dog is considering an incentive plan to increase the hot dog sales of its street vendors. The plan will give customers a free hot dog if they buy five street hot dogs at regular prices. Customers will be issued a card that will be punched each time a hot dog is purchased. After five punches, the card can be turned in for a free hot dog. Justin Case, the company's CFO, is not sure how to characterize the cost of the incentive plan – a reduction of revenue or an increase in cost of sales.

Required: Submit only one paragraph containing your recommendation (no cover sheet, no reference sheet, and no excerpts). Include in-text citations.

For this research question only, ignore any "Pending Content" sections.