

<b>Choci bar</b>
200 g
£3.50

**London**

<b>Choci bar</b>
360 g
7.20 Swiss francs

**Zurich**

In London, a 200 g Choci bar costs £3.50  
In Zurich, a 360 g Choci bar costs 7.20 Swiss francs.

The exchange rate is £1 = 1.25 Swiss francs.

In which city is the Choci bar the better value for money, in London or in Zurich?  
You must show how you get your answer.