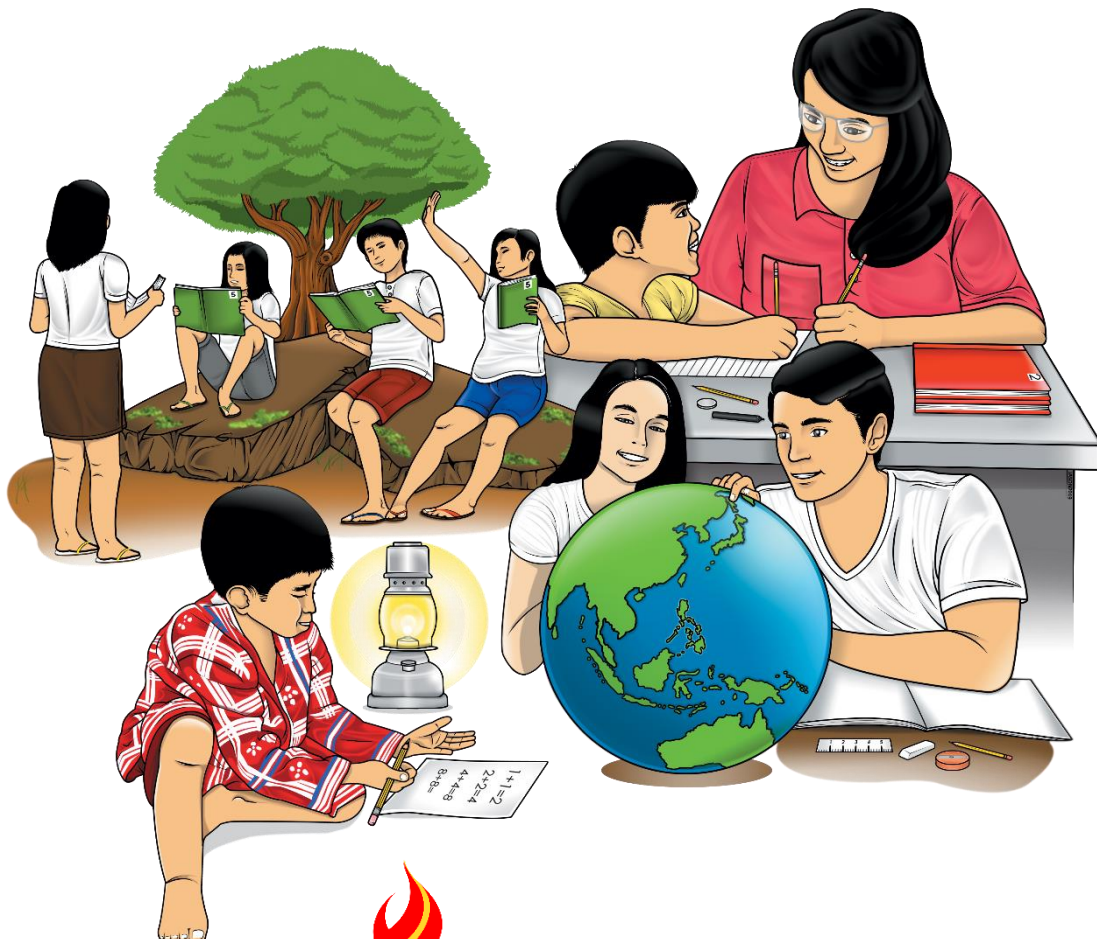


# Technology and Livelihood Education

## Industrial Arts – Module 7: Marketing Products



**TLE – Grade 6**  
**Alternative Delivery Mode**  
**Industrial Arts Module 7: Marketing Products**  
**First Edition, 2020**

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# **Technology and Livelihood Education**

## **Industrial Arts – Module 7: Marketing Products**

## **Introductory Message**

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

This module was designed and written with you in mind. It is here to help you master the skills in marketing products. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

At your age, it is necessary that you can identify different tools and materials in working simple electrical gadgets. In many different situations, you may be using these tools and materials to construct electrical gadgets. You will be learning them all in this lesson.

The module is divided into two lessons, namely:

- a. Learn how to market products
- b. Steps in marketing products

At the end of this module, you should be able to:

- a. Market products (TLE6IA-0e-7);
- b. Apply creative packaging and labeling techniques on products made;
- c. Apply technology – assisted and other means of product marketing;
- d. Compute income from sales; and
- e. Prepare plan for mass production or creating new product.



## ***What I Know***

- I. **Directions:** Read each item below and choose the letter of the correct answer by identifying the parts of Project Plan. Write your answer on a separate sheet of paper.
- The part that tells who the owner of the project is.
    - Project Title
    - Working Drawing
    - Procedure
    - Project Proponent
  - It shows all the materials needed for the project.
    - Procedure
    - Project Title
    - List of Materials
    - Project Proponent
  - The part that gives the information about the dimension of the project.
    - Working Drawing
    - Project Title
    - Procedure
    - Rubrics
  - The step to step activity that learners will follow in the preparation of the project.
    - Procedure
    - List of Materials
    - Working Drawing
    - Project Title
  - It is the part that gives the name of the project.
    - Project Title
    - Procedure
    - List of Materials
    - Working Drawing
- II. **Directions:** Give your own answer to the situations below. Write your answer on a separate sheet of paper.
- Given the materials in making your project, what will you do to make it presentable?
  - How will you show your creativity in making your project?
  - Given all the steps on how to make your project. Discuss how you can save time in making your project?
  - You are about to finish your project and no materials left to use. How will you show your resourcefulness?
  - How will you market your product if lockdown will continue?

## Lesson

# 1

# Marketing Products

To make your product marketable to target customers one should consider creative packaging and labeling. There are various local products that are found in the community that are marketable if you only know how to market and package it.

There are local entrepreneurs that had been successful in introducing locally made products here and abroad.



## *What's In*

- I. **Directions:** Rearrange the scrambled letters to form a new word. Write your answers on a separate sheet of paper.

_____ 1. YUQTIAN	number of materials needed for the project.
_____ 2. TOFFER	the result of actions to achieve one's goal.
_____ 3. METRAILAS	the supplies you will need for the project
_____ 4. NO NIEL	means to sell your product with the help of internet.
_____ 5. EXENSEP	the cost required to make the project.
_____ 6. UTCORPD	an item offered for sale
_____ 7. RAKMET	a place where buyer and seller meet.
_____ 8. DETGUB	creating a plan to spend your money.
_____ 9. ANCIFNALI	matters concerned with money
_____ 10. YGRATSET	a plan of action to achieve a goal.

II. **Directions:** Write **TRUE** if the statement is correct and **FALSE** if it is not correct. Write your answer in a separate answer sheet.

- \_\_\_\_\_ 1. A good product packaging can attract customers.
- \_\_\_\_\_ 2. Technology plays a big part in promoting products and processes.
- \_\_\_\_\_ 3. Bigger cost of production means bigger income.
- \_\_\_\_\_ 4. The more attractive the product packaging, the better its quality.
- \_\_\_\_\_ 5. Planning is important in creating new products.



## ***What's New***

Andy and his family lived in a barangay, away from the city. The only source of income is making charcoal “Uling” out of the tree branches and fallen trees from the nearby mountain or forest.

One market day, Andy accompanied his father to deliver the sacks of charcoal to their customer in the city. Along the way he saw different display of furniture made from bamboo. He was so amazed that many people check and buy furniture made from bamboo. He was encouraged to make a project out of it since their place was surrounded with bamboo.

Since their city was under Enhanced Community Quarantine (ECQ), Andy continued his project in school which is “Bamboo Fan Making”. He will do it while they are still on quarantine. He presented the finished product to his teacher online. His teacher was so amazed of the outcome of his project and suggested that it can be a source of income even at home. Andy was excited to start a small business with the help of his father. Andy consulted his teacher on how to market his bamboo made product.





## ***What is It***

In this lesson, you will be guided on how to introduce your product in the market. Product that will develop your creativity and strategy on how to reach your possible clients and markets. The different media platforms will be introduced to start your own business.

In a present market situation today, the possible questions are:

1. How do we improve the packaging, labeling of our products?
2. What possible marketing strategy will you apply?
3. How to compute for the business income?
4. How to plan in producing new products?

Every product that is available in the market has its own distinct packaging and labeling. Packaging and labeling are important because they add to the marketability of the product.

- Correct information in the product label will give the customers product satisfaction. The clearer the information of the product will encourage the buyer to patronize the said product.
- Appropriate marketing strategies are forms of promoting your products that may lead into bigger income.
- Promoting products online will create bigger opportunity to showcase your quality-products on the web.
- The best way of making the new product to be accepted by the market is to target the possible customer that will buy and people who will patronize it.
- In computing the business income, to determine if the business is going well your total revenue must be more than your total expense so you will not have losses.

In order to succeed in the market, your product must be competitive. Most companies invest time, effort and resources on their product's packaging and labeling, to ensure that they are designed appropriately and are attractive and distinct.

Packaging and labeling are usually considered part of the overall "Marketing Strategy" to further improve the product. Packaging comes with labelling. The government requires the producers to follow the standards of labelling products. Labelling techniques should be easily understood by the customers.

Important information in your finished product labels must include the following:

- a. brand name;
- b. Logo;
- c. materials used;
- d. safety precautions; and
- e. supplier or manufacturer.

### Functions of Packaging

- 1. Contain and protect the product;
- 2. Promote the product; and
- 3. Facilitate the storage, use and convenience of the product

### Purpose of Labeling

#### 1. Provide information about the product

- A. Content;
- B. Features;
- C. Instruction; and
- D. Information about the product

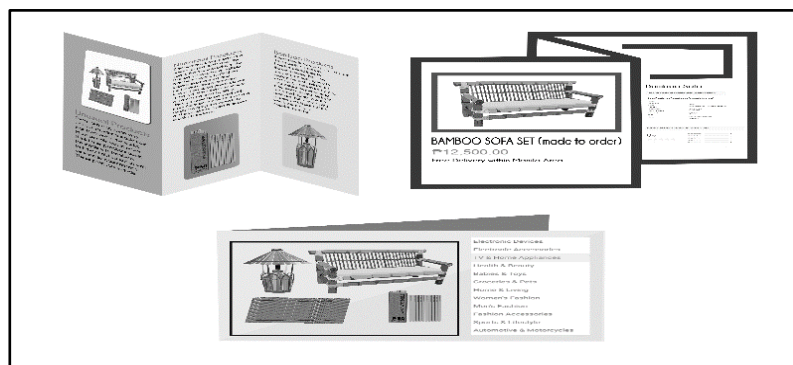
#### 2. Promote the products

- A. Use of branding; and
- B. Attractive, color marks

Good marketing strategy is important in order to earn income or profit from produced product.

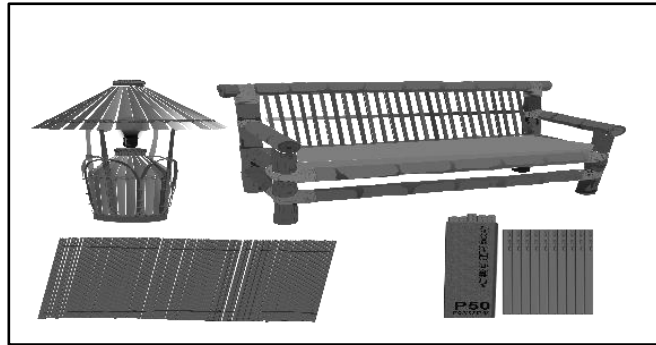
The following are the appropriate marketing strategies that can be applied in selling enhanced or decorated finished product.

- 1. Print Media - Finished products can be marketed in print advertisements such as newspaper, magazines, brochures and flyers.

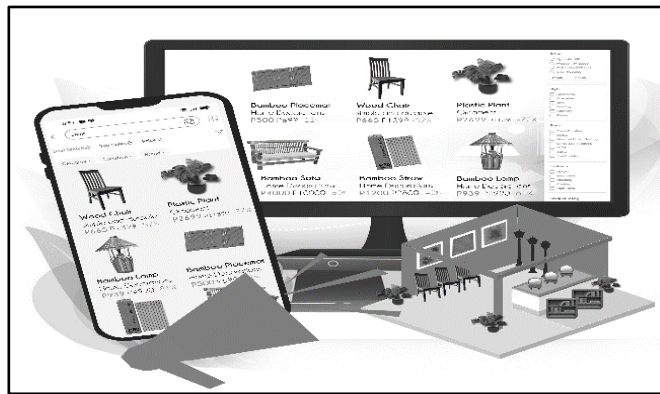


Zandiv G. Abonado, Print Media,

2. Product Display - Finished products can be displayed and sold in exhibits, markets and bazaars.



3. Internet Marketing - Finished products can be promoted through the internet, e-mail, and social networking sites.



To create new products or produce volume of products one must be guided with the following planning ideas.

1. **Product planning** - enhancement, packaging and distribution or selling. It includes adapting to current trends.
2. **Budget or financial planning** - developing effective strategies in managing capital or funds.
3. **Market planning** - a review on the current market situation, the capacity of the target market to buy the products. The promotions of the product should be considered.
4. **Competitive pricing** - the capacity to compete in pricing with the same products in the market.
5. **Innovating** - the capacity or the ability to improve or enhance existing product.

The following is an example of a plan in creating product for mass production.

**Name of Product:** Bamboo Straw

**Image of the product:**



Zandiv G. Abonado, Bamboo Straw,2020

**A. Product Planning**

Enhancement	From using a plastic which is hazardous to environment. Use of eco-friendly bamboo straw
Packaging	Use biodegradable material such as paper pouch
Distribution Scheme	On-line Delivery / Personal Delivery to target food establishments /groceries
Adaptation to market Trends	Use of safe-use , disposable and environment friendly drinking straw for milk-tea , shakes and juices .

**B. Budget or Financial Planning**

Sources of Capital	Personal Investment
Starting Capital	Php 50,000.00
Materials and Supplies	13,000.00
Labor	12,000.00
Promotional Expense	5,000.00
Projected Income	20,000.00
Projected volume of packs to be produced	1,000 packs

**C. Market Planning**

Current Market Situation	Employed, Teens and Students love to take snacks with juices, milk tea and drinks while watching TV, Doing on-line tasks, and even talking with friends
--------------------------	---

Target Customers	Snack house, Milk Tea stalls, Restaurants
Capacity of Target customers	Php 50.00-100.00
Promotions	Offering of buy 1 pack with free 5 straws

#### D. Competitive Pricing

Target Selling Price	Php 50.00 per pack
----------------------	--------------------

#### E. Innovation Plan

Innovation	Twirl Bamboo Straw
------------	--------------------

Computing for Business Income

The formula for the business income computation is as follows:

$$\text{Business Income} = \text{Revenue} - \text{Expenses}$$

1. **Business income** - is the amount earned from sales of a service or product after deducting the expenses incurred by the business.
2. **Revenue** - is the amount received in exchange for the products or services sold to customers. This is getting your selling price from the cost- pricing method multiplying it with the total items or product sold.
3. **Expense** - is the total amount of materials used and cost of labor in making project.

See the following examples of getting the business income.

Marco sold 50 pieces of bamboo picture frames in a month with a selling price of Php 150 each item. To get the total revenue, multiply the selling price of the item with the total item sold.

Given:

Number of bamboo picture frames sold ..... 50 pcs.

Price per item.....Php150.00

Solution:

$$\text{Revenue} = \text{Selling Price} \times \text{Number of items}$$

Selling price        Php 150.00

Total item sold    x     50 pcs.

**Total Revenue = Php. 7,500.00**

1. To get the total expenses in making bamboo frames, get the total cost of the materials, then add the labor cost which is 20% of the cost of each item sold.

Unit	Quantity	Description	Unit Price	Total Cost
length	5	bamboo	Php 50.00	Php 250.00
bundle	10	Buri	30.00	300.00
can	1	Wood glue	70.00	70.00
bottle	2	varnish	40.00	80.00
Total Expenses				Php 700.00
Add: Labor				1,500.00
Over-all Expenses				Php2,200.00

Solution:

Over-all expenses = Total Expenses + Labor

Total expenses -----P 700.00

Labor (20% x P150) x 50 -----P 1,500.00

**Over-all expenses -----P 2,200.00**

2. To compute for the business income:

Solution:

Business Income = Revenue – Expense

Total Revenue - Php 7,500.00

Over-all Expenses - 2,200.00

**Php 5,300.00 - Business Income**



## What's More

### Activity 1

**Directions:** Supply the missing information to complete the table in computing for the over- all expenses. Copy and fill-in the table below on your answer sheet.

Unit	Quantity	Description	Unit Price	Total Cost
length	10	Plastic rattan	Php 5.00	Php (1)
bundle	(2)	Bamboo strips	30.00	150.00
Can	2	Wood glue	70.00	(3)
bottle	2	varnish	40.00	80.00
Total Expenses				(4)
Add: Labor				P 84.00
Over-all Expenses				(5)

### Activity 2

**Directions:** Solve for the Business income. Using the formula  $BI = R - E$ . Write your answer with the solution on your answer sheet.

Given:

Danilo has Lampshade Products delivered to his contact costumers. He has a total revenue of Twelve Thousand Pesos (P12,000.00) and total expenses of Eight Thousand Two Hundred Seventy-Five Pesos (P8,275.00. Compute for the Business Income of Danilo using the formula.

### Activity 3

**Directions:** Match Column A with Column B. Write the letter of the correct answer on a separate sheet of paper.

- | <b>A</b>               | <b>B</b>  |
|------------------------|---|
| 1. Competitive Pricing | A. is the amount earned from sales of a service or product after deducting the expenses incurred by the business. |
| 2. Print Media         | B. this is promoting the finished products through the internet, e-mail, and social networking sites              |
| 3. Expense             | C. the capacity to compete in pricing with the same products in the market  |
| 4. Business income     | D. developing effective strategies in managing capital or funds.  |
| 5. Internet Marketing  | E. is the total amount of materials used and cost of labor in making project                                      |
|                        | F. finished products can be marketed in print advertisements such as newspaper, magazines, brochures and flyers.  |



## ***What I Have Learned***

A. **Directions:** Copy the appropriate word from the box below that will make the sentence complete. Write your answer on a separate sheet.

strategy	buyer	market
product planning	product display	internet marketing

The best techniques in introducing a new product in the market is through social media and internet. The appropriate \_\_\_\_ (1) \_\_\_\_\_ is needed. The best way for a new product to be accepted, we must target possible \_\_\_\_ (2) \_\_\_\_\_.

There are many ways in introducing your new product may it through online, print ads and bazaar. First, \_\_\_\_ (3) \_\_\_\_\_ is needed to capture the possible clients and buyers on your product. Second, after making good packaging, joining bazaars is the best option for \_\_\_\_ (4) \_\_\_\_\_ where many people can see your advertisement of the product and get interested to buy it, and also reaching possible customers nationwide through \_\_\_\_ (5) \_\_\_\_\_ where you can post and show your product through online.



B. **Directions:** Give what is asked in the following. Write your answer in separate sheet of paper.

a. Give the three functions of packaging

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

b. Give the two purposes of product label.

1. \_\_\_\_\_
2. \_\_\_\_\_



## ***What I Can Do***

**Directions:** Read Activities 1, 2 and 3 and do what is asked. Write your answers on a separate sheet of paper.

### Activity 1

Martha starts an income generating project for her small business “Butong-Butong Delicacy”.

If you were Martha, what will be your strategies and considerations in marketing your product? Give at least 5.

1. \_\_\_\_\_.
2. \_\_\_\_\_.
3. \_\_\_\_\_.
4. \_\_\_\_\_.
5. \_\_\_\_\_.

### Activity 2

Supply the missing data needed for your “Butong-Butong” Delicacy.

<b>Unit</b>	<b>Quantity</b>	<b>Description</b>	<b>Unit Price</b>	<b>Total Cost</b>
Kilo	2	Brown Sugar	Php 45.00	Php (1)
Bottle	1	Vanilla	(2)	Php 22.00
Kilo	5	Grated Coconut	35.00	(3)
Total Expenses				(4)
Add: Labor				200.00
Over-all Expenses				(5)

### Activity 3

Complete the needed information below.

Marla was attracted to the trending online selling of goods and products on social media. She ordered One (1) bundle of Stuffed Toys which costed her Five Thousand Pesos (P 5,000.00) plus additional One Thousand Pesos (P 1,000.00) for freight. She was able to sell the stuffed toys to Thirteen Thousand Four Hundred Pesos (P 13,400.00). How much was her Business Income?

Formula: Business Income = Revenue - Expenses

1. What are the given?
2. What is the solution?
3. What is her Business Income?



## Assessment

- A. **Directions:** Classify the following marketing strategies found inside the box. Write your answer in the appropriate column. Use separate sheet for your answer.

Internet	Markets	Magazines	Newspapers	Ukay-Ukay
Exhibits	Online Selling	Lazada	Flyers	

Print Media	Product Display	Internet Marketing

B. **Directions:** Choose the appropriate word inside the box to answer items 1-5.  
Use separate sheet of paper.

Product Planning	Budgeting	Market Planning
Competitive Pricing	Innovating	Computing Cost

- \_\_\_\_\_ 1. Enhancement of the product.
- \_\_\_\_\_ 2. Capacity of the target market to buy the product.
- \_\_\_\_\_ 3. Capacity to compete in pricing
- \_\_\_\_\_ 4. Managing capital or funds
- \_\_\_\_\_ 5. Adapting to new trends

C. **Directions:** Compute for the Business Income of Anna if her total sales for the month is Php 5,000.00 and her total expenses is Php 1,650.00. Use the formula below: Write your answer on your answer sheet.

$$(\text{Business Income} = \text{Revenue} - \text{Expenses})$$

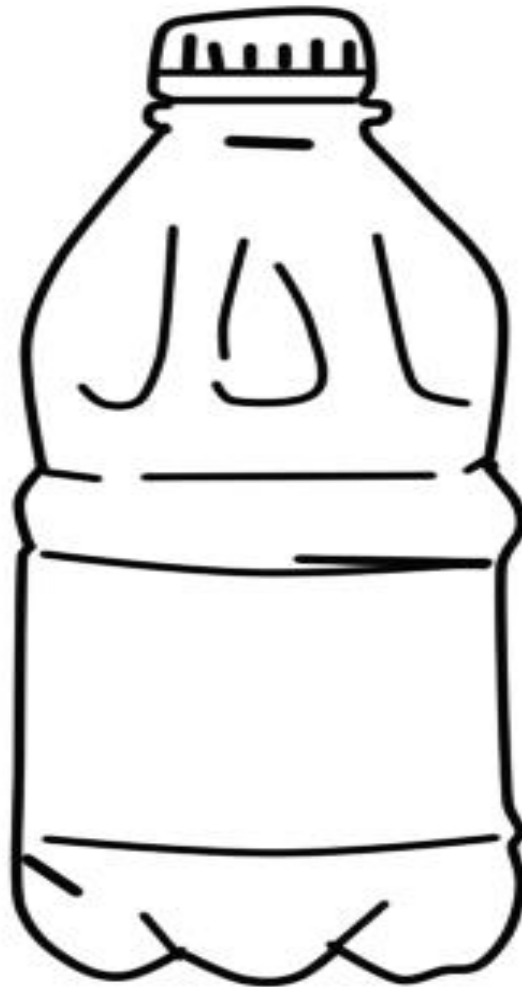
D. **Directions:** Give at least 5 ways of packaging and labelling techniques in marketing products. Write it in your answer sheet.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_



## ***Additional Activities***

Look at the sample bottle below. Based on your experience, give this product a name, design the possible packaging and labelling.



Jofel D. Nolasco, Bottle, 2019

### Packaging and Labeling Rubrics

Criteria	Excellent 5	Good 3	Fair 1	Score
Packaging	All elements of good packaging are present <i>(It calls attention, it makes the brand and purpose clear, it awakens emotion, captures and call out benefits, designed for its target audience)</i>	1 to 2 elements of good packaging are lacking <i>(It calls attention, it makes the brand and purpose clear, it awakens emotion, captures and call out benefits, designed for its target audience)</i>	3 or more elements of good packaging are lacking <i>(It calls attention, it makes the brand and purpose clear, it awakens emotion, captures and call out benefits, designed for its target audience)</i>	
Product Naming	All elements of good product naming are present <i>(unique, easy to pronounce, with good identifiers, easy to remember, gives idea about the product-quality and benefits)</i>	1 to 2 elements of good product naming are lacking <i>(unique, easy to pronounce, with good identifiers, easy to remember, gives idea about the product-quality and benefits)</i>	3 or more elements of good product naming are lacking <i>(unique, easy to pronounce, with good identifiers, easy to remember, gives idea about the product-quality and benefits)</i>	
Marketability	All elements of good marketability are present (right product, right price, right packaging, right promotion, right target buyers)	1 or 2 elements of good marketability are lacking (right product, right price, right packaging, right promotion, right target buyers)	3-or more elements of good marketability are lacking (right product, right price, right packaging, right promotion, right target buyers)	
Total Score:				
Remarks:				



# Answer Key

**What Can I Do**

**Activity 1**  
 Answer may vary  
 1. P90  
 2. P22  
 3. P175  
 4. P287  
 5. P487

**Activity 2**  
 1. P 5,000.00  
 P 1,000.00  
 P 13,400.00  
 2. P 13,400 - (P 5,000.00 + P 1,000.00) = n  
 3. P 7,400.00 - business income

**Assessment:**  
 A.

Print Media	Product Display	Internet Marketing
Flyers	Exhibit	Online Selling
Magazine	Ukay-Lazada	
Newspaper	Market	Internet

B.

1. Innovating  
 2. Market planning  
 3. Competitive pricing  
 4. Budgeting  
 5. Product planning

C. Php 3,350.00

D. Answer may vary, teacher will check this part

**What I Know**

I.  
 1. D  
 2. C  
 3. A  
 4. A  
 5. A

**II.**  
 Teacher will be the one to check learners' answer

**What's In**

A.  
 1. Quantity  
 2. Effort  
 3. Material  
 4. Online  
 5. Expense

6. Product  
 7. Market  
 8. Budget  
 9. Financial  
 10. Strategy

**What's More:**

**Activity 1** P50.00  
**Activity 2** P3,725.00  
**Activity 3** 1. C

2. 5  
 3. P140.00  
 4. P420.00  
 5. P504

**What I have Learned:**

**A.**  
 1. Strategy  
 2. Buyer  
 3. Product Planning  
 4. Product display  
 5. internet marketing

a. 1. Contain and protect the product  
 2. Promote the products  
 3. Facilitate storage  
 b. 1. Provide information  
 2. Promoting the products

**B.**  
 1. C  
 2. F  
 3. E  
 4. A  
 5. B

## ***References***

Department of Education Curriculum Guide 2016, EPP 6, Industrial Arts pages 38 – 41

Department of Education MELCs in EPP/TLE Grade 6 Industrial Arts pages 353 – 354

[Youtube.com/watch?v=NmDvo-miYDM](https://www.youtube.com/watch?v=NmDvo-miYDM)

[file:///C:/Users/Asus/Downloads/TLE%206%20WORKSHEETS%20\(2\).pdf](file:///C:/Users/Asus/Downloads/TLE%206%20WORKSHEETS%20(2).pdf)

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