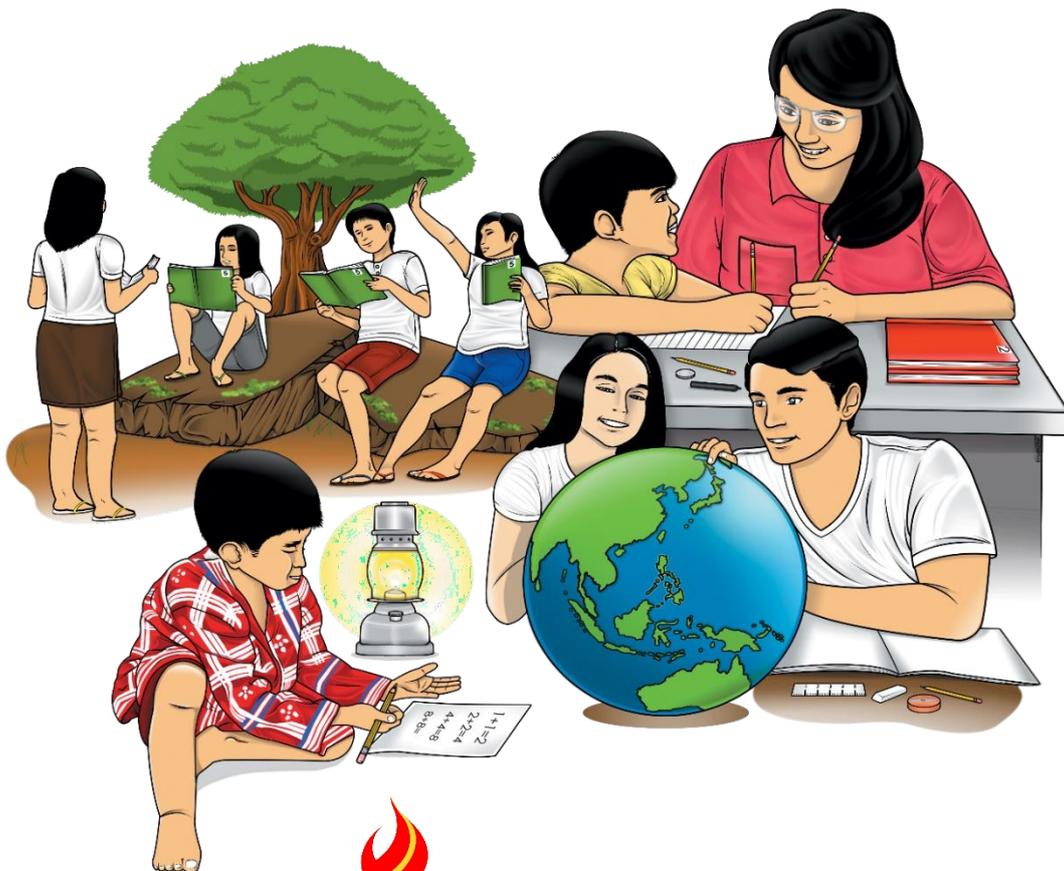


# Technology and Livelihood Education

## ICT and Entrepreneurship

### Module 1: Identifying the Buyer and the Seller and Produce Simple Products



**TLE – Grade 6**  
**Alternative Delivery Mode**  
**Module 1: Identifying the Buyer and the Seller and Produce Simple Products**  
**First Edition, 2020**

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# **Technology and Livelihood Education**

**ICT and Entrepreneurship**

**Module 1: Identifying the Buyer**

**and the Seller and Produce**

**Simple 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 is designed and written with you in mind. It is here to help you master the knowledge and skills that will lead you to become an ideal entrepreneur. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of learners. 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.

After going through this module, you are expected to:

1. Identify the sellers and buyers; and
2. Produce simple products



## ***What I Know***

Choose the letter of the best answer. Write the letter on a separate sheet of paper.

1. A person who starts a business and is willing to risk loss in order to make money.  
a. buyer      b. seller      c. entrepreneur      d. manager
2. It is the person who buys goods or services from the seller.  
a. entrepreneur      b. manager      c. buyer      d. seller
3. This person owns or manages the store or business establishment and offers goods, products, or services to those who need it.  
a. lawyer      b. teacher      c. buyer      d. seller
4. It is manufactured following a process or grown and nurtured in order to be sold for a profit.  
a. demand      b. product      c. service      d. profit
5. It is a facility supplying a public or market demand.  
a. establishment      b. school      c. factory      d. canteen
6. Something you buy based on your needs and wants is called \_\_\_\_\_  
a. education      b. goods      c. bills      d. service

7. When you pay something at a store, you are the\_\_\_\_\_.
- a. entrepreneur      b. manager      c. buyer      d. seller
8. A financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something.
- a. service      b. profit      c. demand      d. goods
9. It is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities.
- a. establishment      b. factory      c. school      d. business
10. A consumer's desire to purchase goods and services and willingness to pay a price for a specific good or service.
- a. profit      b. product      c. demand      d. business

## Lesson

# 1

# The Ideal Entrepreneur

According to Merriam-Webster dictionary, an entrepreneur is “a person who starts a business and is willing to risk loss in order to make money.” He or she “organizes, manages, and assumes the risks of a business or enterprise.”



## *What's In*

This means an entrepreneur is someone who is willing to put up the capital needed to set up a business fully aware of the risks involved. He or she plans, organizes, and manages the business, hires the people to help run it, and ensures that the product or service being offered is sold at a reasonable price in order to earn.

Entrepreneurs play a key role in any economy, using the skills and initiatives necessary to anticipate needs and bring good new ideas to market.

All around us are businesses run by groups or individuals called entrepreneurs. Whether they run a small business like a sari-sari store or a big one like a computer and software company, they are considered entrepreneurs.

Have you ever dreamed of becoming an entrepreneur?

Do you have what it takes to become a successful entrepreneur?

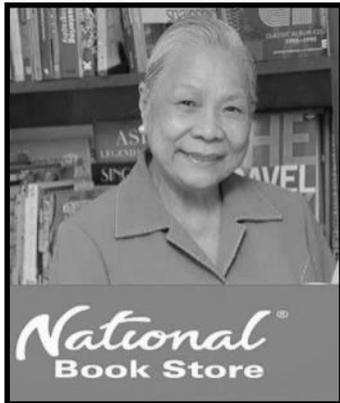


## **What's New**

### **FAMOUS SUCCESSFUL FILIPINO ENTREPRENEURS**

#### **SOCORRO C. RAMOS**

**National Book Store, Inc.**



Ms. Socorro C. Ramos started working as a salesgirl when she was 18 yrs. old in Goodwill Bookstore in Escolta. She was good in selling, that's why she became in charge of the store. When she was married to Jose Ramos, they put up National Book Store. Her vision was to extend the National Book Store not only in Luzon but also in Visayas and Mindanao for cheaper access to books and school supplies. Before, the National Book Store was a general merchandise store. Until later on, it was selling books, greeting cards, and school supplies. Today, more than 70 National Book Store can be found nationwide.

#### **TONY TAN CAKTIONG**

**Jollibee Foods Corporation**

Jollibee was formerly selling Magnolia Ice Cream, then it was recognized as selling chicken and burger. Tony Tan Caktiong, the president and CEO of Jollibee, is a name to remember, not only here in the Philippines but also in other parts of the world, like USA, Hongkong, China, Indonesia, and Japan. He had received several awards in the business and the like. The success of Jollibee according to Mr. Caktiong is sharing to people what they had achieved. Jollibee had been known to be a happy and hardworking insect and now it is the favorite place to dine for many Filipinos especially the kids.



## Lucio Tan

### Philippine Airlines



Lucio Tan's story was from rags to riches tale. Before working in the tobacco industry, his business was then a scrap. His dream was to become a scientist but his fortune was bound for him to become an entrepreneur. His hard work made him successful and famous. Now, he owns Asia Brewery, Tanduay, Fortune Tobacco, Philippine Airlines, Allied Bank, and many more.

1. What do you think are the secrets of their success in entrepreneurship?
2. Why is it important to build a business?
3. Do you know other entrepreneurs from your town who became successful? How did their business start and how did they maintain those?
4. Do you wish to become like them? Why or why not?



## *What is It*

Starting your own business entails serious hard work. It involves, among others, activities such as research, planning, testing, developing, marketing, and the like.

What type of business do you want to get into? A business involves selling a product or service or both.

A **product** is something that is manufactured following a process, in order to be sold for a profit.

A **service** is a facility supplying a public or market needed or demand. Some examples are hair salons offering hair care and hair styling services; bus companies, offering transport services; and spas and wellness centers offering massage services, skin care treatments, and the like.

There are two people or parties involved in business transaction such as selling and buying, the seller and the buyer.

### 1. The Seller

- owns or manages a store or business establishment
- offers goods, products, or services to those who need it
- must learn the art of selling
- must maintain good relationships with people, patient, and courteous towards the prospective consumers or buyers. sells products, goods, or services at a specified amount called selling price.

## 2. The Buyer

- buys goods or services from the seller
- is also a consumer who makes use of the goods to meet his/her needs or wants and those of his family
- also called the end user because they use the good or product or service in order to meet the needs and wants of consumers and derive satisfaction from it.

In deciding what type of business to get into, it might be good to start with a hobby or interest. It is easier to work on something that you are already passionate about. You can produce something that you can offer or sell to your friends and schoolmates. School fairs are a good opportunity to sell. Among the products that are always in demand are food items. Start small before you think of producing bigger quantities. One has to practice his skills in food preparation, cooking and food packaging. In addition, one also has to observe safety practices in handling, preparing, and serving food items.

Whatever you decide on, you have to remember to keep your costs down while maintaining the quality of your product. Make sure to canvass and find out where you can source your materials and supplies in items, purchase your ingredients in a store or market that sells fresh produce.

Lastly, remember that the way a product is presented to the customer affects its stability. Food items, in particular, must not only be attractively packaged but more importantly, they should be protected from contaminants and spoilage. Like other expense items, packaging must be of good quality but also cost effective.



### *What's More*

Read the following statements below. Identify and write **B** if it refers to the Buyer and **S** if it's Seller.

- \_\_\_\_\_ 1. Owns or manages a store or business establishment
- \_\_\_\_\_ 2. Also refers to a consumer who makes use of the goods to meet his/her needs or wants and those of his family.
- \_\_\_\_\_ 3. Offers goods, products, or services to those who need it
- \_\_\_\_\_ 4. Sells products, goods, or services at a specified amount called selling price.

- \_\_\_\_\_ 5. Also called the end user because they use the goods or products or services that meet the needs and wants and derive satisfaction from its use
- \_\_\_\_\_ 6. A person who buys goods or services.
- \_\_\_\_\_ 7. Someone who offers something for sale.
- \_\_\_\_\_ 8. Must learn the art of offering.
- \_\_\_\_\_ 9. Anybody who makes a purchase of products.
- \_\_\_\_\_ 10. The person who buys goods or services in the market or store.



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

The **seller** sells products, goods, or services at a specified amount called his selling price, while **buyer** is the person who buys goods or services from the seller.

Goods and services must also be appealing to be patronized by potential buyers; offer something new in every occasion such as Christmas, Valentine's Day, Graduation, Mother's Day, Father's Day, Fiesta, Birthdays' etc. Innovate existing goods and services to make it more interesting and develop customer loyalty.

With the advent of technology, entrepreneurs and small businesses alike turned to the internet and social media platforms to survive the crises brought by the COVID-19 pandemic. Online selling and buying transactions soared high, overtime as it improved client service through greater flexibility, cost savings and created opportunities to manage business from anywhere in the world.



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

**A.** Write **Agree** on the line if the statement is correct and **Disagree** if the statement is incorrect.

- \_\_\_\_\_ 1. Buyers are persons who agree to purchase finished products or services.
- \_\_\_\_\_ 2. Sellers should not provide warranty for the products or services.

\_\_\_\_\_3. Sellers are persons who transfer goods and provide services in exchange for money.

\_\_\_\_\_4. Sellers should make business fairly with buyers.

\_\_\_\_\_5. To provide warranty to buyers is a right of the sellers.

**B.** Have you decided what product to make and sell based on your research? Below are sample recipes of baked items that you might want to try. You may look for other recipes in the library or over the Internet.

### **Polvoron**

#### **Ingredients:**

1 1/2 cups powdered milk  
2 cups all-purpose flour  
(toasted) 1 cup sugar  
3/4 cup melted butter

#### **Procedure:**

1. Toast the flour until brown in color. Remove from heat. Let it cool.
2. Melt the butter. Set aside.
3. Combine powdered milk, sugar, and toasted flour.
4. Add the melted butter and mix until well combined. Make sure you break the lumps while stirring the mixture.
5. Divide Polvoron mixture if you want to add other flavors (2 tbsp of each like peanuts, cashew, etc.).
6. Press the mold in the Polvoron mixture till you have filled up the cavity, it is okay even if it is overflowing a bit.



### **PASTILLAS (Coffee Flavor)**

#### **Ingredients:**

1 cup condensed milk  
1 tbsp coffee  
1/2 kilo buttered milk or any powdered milk  
Sugar for coating  
2 pcs cellophane

#### **Procedure:**

1. Combine condensed milk, coffee, and powdered milk
2. Mix and blend evenly using a mixing spoon.
3. Shape into balls or mini logs.
4. Roll in sugar.
5. Wrap in cellophane.





## Assessment

Match the words in column **A** with its meaning in column **B**. Write the letter of the correct answer before the number.

- | <b>A</b>              | <b>B</b>  |
|-----------------------|---|
| ____ 1. product       | a. A person who starts a business and is willing to risk loss in order to make money.   |
| ____ 2. service       | b. This person owns or manages the store or business establishment and offers goods, products, or services to those who need it.            |
| ____ 3. buyer         | c. It is the person who buys goods or services from the seller.   |
| ____ 4. demand        | d. It is something that is manufactured following a process, or grown and nurtured in order to be sold for a profit.                        |
| ____ 5. business      | e. It is a facility supplying a public or market demand.  |
| ____ 6. seller        | f. Something you can buy and take home to use   |
| ____ 7. goods         | g. A financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something. |
| ____ 8. entrepreneur  | h. It is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities.                   |
| ____ 9. establishment | i. A consumer's desire to purchase goods and services and willingness to pay a price for a specific good or service.                        |
| ____ 10. profit       | j. The activity of making, buying, or selling goods or providing services in exchange for money.  |



## ***Additional Activities***

**Read and answer the following questions below.**

1. What business can you create out of the things you enjoy doing?  
Name at least three.

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2. Do you think people need the product or service that these businesses offer? Why?

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3. Do you think people are willing to buy these products or services? Why?

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# Answer Key

<p>Assessment</p> <p>1. D 2. J 3. C 4. I 5. H 6. B 7. F 8. A 9. E 10. G</p>	<p>What I Can Do</p> <p>1. Agree 2. Disagree 3. Agree 4. Agree 5. Agree</p>	<p>What's More</p> <p>1. S 2. S 3. S 4. S 5. S 6. S 7. S 8. B 9. B 10. B</p>	<p>What I Know</p> <p>1. C 2. C 3. D 4. B 5. A 6. B 7. C 8. B 9. D 10. C</p>
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