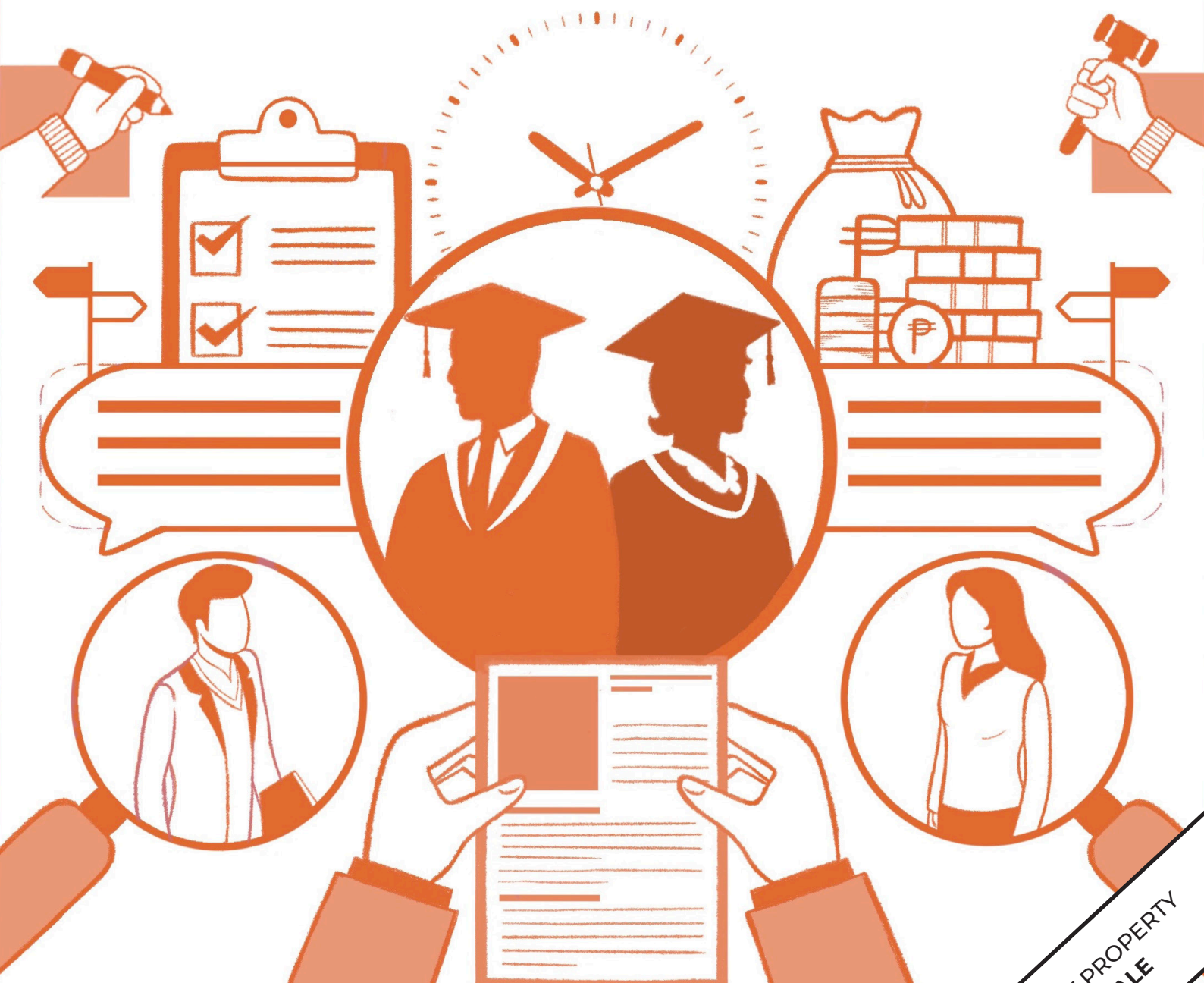


LEARNING STRAND 4 LIFE AND CAREER SKILLS

MODULE 4: BUSINESS DEVELOPMENT

ALS Accreditation and Equivalency Program: Junior High School





BUSINESS DEVELOPMENT

**LIFE AND CAREER SKILLS
MODULE 4**

ALS Accreditation and Equivalency Program: Junior High School
Learning Strand 4: Life and Career Skills
Module 4: Business Development

Published in 2020 by the United Nations Educational, Scientific and Cultural Organization
UNESCO Office, Jakarta
Jalan Galuh II No. 5, Kebayoran Baru, Jakarta, Indonesia

and

Department of Education
DepEd Complex, Meralco Avenue, Pasig City, Philippines

Copyright © UNESCO and DepEd 2020

This publication is available in Open Access under the Attribution-Share Alike 3.0 IGO (CC-BY-SA) 3.0 IGO license (<http://creativecommons.org/licenses/by-sa/3.0/igo/>). By using the content of this publication, the users accept to be bound by the terms of use of the UNESCO Open Access Repository (<http://www.unesco.org/open-access/terms-use-ccbysa-en>).

The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The selection and presentation of the material contained in this publication, as well as the opinions expressed herein are the sole responsibility of the authors and not necessarily those of UNESCO, nor do they commit the organization in any way.

This educational resource material was developed and printed through the project “Better Life for Out-of-School Girls to Fight Against Poverty and Injustice in the Philippines” with financial support from Korea International Cooperation Agency (KOICA).

Printed by APC Printers Corporation
Printed in Makati City, Philippines

ISBN 888-888-8888-88-8

DEVELOPMENT TEAM



Jenelyn Marasigan Baylon	Master Teacher I, ALS Task Force (On-detail)
Kristine Lee S. Lumanog	Education Program Specialist II, ALS Task Force (On-detail)
Judy R. Mendoza	Project Development Officer III, Bureau of Learning Resources
Reyangie V. Sandoval	Education Program Specialist II, Bureau of Learning Resources
Josephine C. Intino	Senior Education Program Specialist, Bureau of Curriculum Development
Eric U. Labre	Senior Education Program Specialist, Bureau of Learning Resources
Roderick P. Corpuz	Supervising Education Program Specialist, ALS Task Force
Daisy Asuncion O. Santos	Chief Education Program Specialist, Bureau of Learning Resources
Marilette R. Almayda	Director III/Head, ALS Task Force
Ariz Delson Acay D. Cawilan	Officer-In-Charge, Office of the Director IV, Bureau of Learning Resources
G. H. S. Ambat	Assistant Secretary for Alternative Learning System Program and Task Force
Tonisito M. C. Umali	Undersecretary for Legislative Liaison Office, External Partnership Service and Project Management Service
Leonor Magtolis Briones	Secretary



John Michael Santos	Author
Manuel Magbuhat	Content Expert
Bernadette Sison	Admin and Finance Staff
Mildred Parbo	Project Lead
Ma. Teresita Medado	President

Content and Language Evaluators and Instructional Design Reviewer

Mary Jean B. Brizuela	Schools Division Office of Tabaco City, Department of Education
Amelia B. Cabrera	Schools Division Office of Catanduanes, Department of Education
Mary Ann J. Bullagay	Pangasinan State University



United Nations
Educational, Scientific and
Cultural Organization

Ade Sandra	Admin and Finance Assistant
Rusyda Djamhur	Project Assistant
Marmon Abutas Pagunsan	National Project Consultant
Remegio Alquitran	National Project Officer
Maria Karisma Bea Agarao	National Programme Coordinator
Mee Young Choi	Head of Education Unit
Shahbaz Khan	Director and Representative

User's Guide

For the ALS Learner:

Welcome to this Module entitled Business Development under Learning Strand 4 Life and Career Skills of the ALS K to 12 Basic Education (BEC).

This module was designed to provide you with fun and meaningful opportunities for guided and independent learning at your own pace and time. You will be enabled to process the contents of the learning resource while being an active learner.

This module has the following parts and corresponding icons:



Let's Get to Know

This will give you an idea of the skills or competencies you are expected to learn in the module.



Pre-assessment

This part includes an activity that aims to check what you already know about the lesson. If you get all the answers correct (100%), you may decide to skip this module.



Setting the Path

This section provides a brief discussion of the lesson. This aims to help you discover and understand new concepts and skills.



Trying This Out

This comprises activities for independent practice to solidify your understanding and skills of the topic. You may check the answers to the exercises using the Answer Key at the end of the module.



Understanding What You Did

This includes questions that process what you learned from the lesson.



Sharpening Your Skills

This section provides an activity that will help you transfer your new knowledge or skill in real-life situations or concerns.



Treading the Road to Mastery

This is a task which aims to evaluate your level of mastery in achieving the given learning competency.



Don't Forget

This part serves as a summary of the lessons in the module.



Explore More

In this portion, another activity will be given to you to enrich your knowledge or skill of the lesson learned. This also tends retention of learned concepts.



Reach the Top

This part will assess your level of mastery in achieving the learning competencies in each lesson in the module.

Answer Key

This contains answers to all activities in the module.

Glossary

This portion gives information about the meanings of the specialized words used in the module.

At the end of this module you will also find:

References

This is a list of all sources used in developing this module.

The following are some reminders in using this module:

1. Use the module with care. Do not put unnecessary mark/s on any part of the module. Use a separate sheet of paper in answering the exercises.
2. Don't forget to answer the Pre-assessment before moving on to the other activities included in the module.
3. Read the instruction carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your ALS Teacher/Instructional Manager/Learning Facilitator once you are through with it.

If you encounter any difficulty in answering the tasks in this module, do not hesitate to consult your ALS Teacher/Instructional Manager/Learning Facilitator. Always bear in mind that you are not alone.

We hope that through this material, you will experience meaningful learning and gain deep understanding of the relevant competencies. You can do it!

CONTENTS

Let's Get to Know	1
Pre-Assessment	2
LESSON 1: Starting Out a Business	3
Setting the Path	3
Trying This Out	4
Understanding What You Did	5
Sharpening Your Skills	13
Treading the Road to Mastery	15
LESSON 2: Managing Business Effectively	16
Setting the Path	16
Trying This Out	17
Understanding What You did	18
Sharpening Your Skills	22
Treading the Road to Mastery	24
LESSON 3: Impact of Technology on Business	25
Setting the Path	25
Trying This Out	26
Understanding What You Did	27
Sharpening Your Skills	30
Treading the Road to Mastery	32

CONTENTS

Don't Forget	33
Explore More	34
Reach the Top	35
Answer Key	38
Glossary	46
References	48



MODULE 4

LET'S GET TO KNOW

Vanjie sells pre-loved clothes. She displays these in front of her house every morning where her neighbors and the passers-by can see them. They are always sold-out because the items are still nice and affordable.



Unfortunately, the number of people checking her products became less and less as days passed by — until they stopped coming.

In this module, you and Vanjie will figure out ways to develop growth opportunities for products and services.

- **Starting Out a Business**

You will be able to generate business ideas from your PECs and career interests, and use product innovation from trends and emerging needs, along with other methods like benchmarking, SWOT analysis, and serendipity walk (LS4LC-AE-PSB-AE/JHS-6).

You will be able to identify what is of value to the customer (LS4LC-AE-PSB-AE/JHS-9).

- **Managing Business Effectively**

You will be able to identify opportunities and barriers to improve productivity in business (LS4LC-PS-PSD-AE/JHS-3).

You will be able to identify potential customers and maximize customer or client satisfaction (LS4LC-PS-PSD-AE/JHS4).

- **Impact of Technology on Business**

You will be able to identify, select, and use appropriate technology to improve productivity, efficiency, and quality (LS4LC-PS-PSD-AE/JHS-11).



MODULE 4

PRE-ASSESSMENT

Directions: Read each statement carefully and fill in the blank(s) with the correct answer. Choose your answer from the words inside the box. Do this activity on a separate sheet of paper.

1. _____ refers to the qualities or characteristics that should be possessed by an individual to be able to do entrepreneurial work.

Cost of goods sold	Entrepreneurship	Personal Entrepreneurial Competencies
---------------------------	-------------------------	--

2. _____ is an organization that sells goods or services for a profit.

Occupation	Business	Market
-------------------	-----------------	---------------

3. A person who buys goods or services is called a _____ .

Customer	Seller	Distributor
-----------------	---------------	--------------------

4. _____ refers to the ability to accomplish a job with a minimum use of time and effort.

Effectiveness	Proficiency	Efficiency
----------------------	--------------------	-------------------

5. _____ refers to methods, systems, and devices which are the result of scientific knowledge being used for practical purposes.

Technology	Equipment	Machine
-------------------	------------------	----------------



LESSON 1

SETTING THE PATH

STARTING OUT A BUSINESS

At the end of this lesson, you will be able to:



generate business ideas from your PECs and career interests, and use product innovation from trends and emerging needs, along with other methods like benchmarking, SWOT analysis, and serendipity walk (LS4LC-AE-PSB-AE/JHS-6), and



identify what is of value to the customer (LS4LC-AE-PSB-AE/JHS-9).



LESSON 1

TRYING THIS OUT

Directions: Think of a business which you intend to have and then fill in the blanks below with the needed data to complete this exercise. Do this in a separate sheet of paper.

Type of Business: _____

Qualities needed by a business owner to successfully manage the identified business:

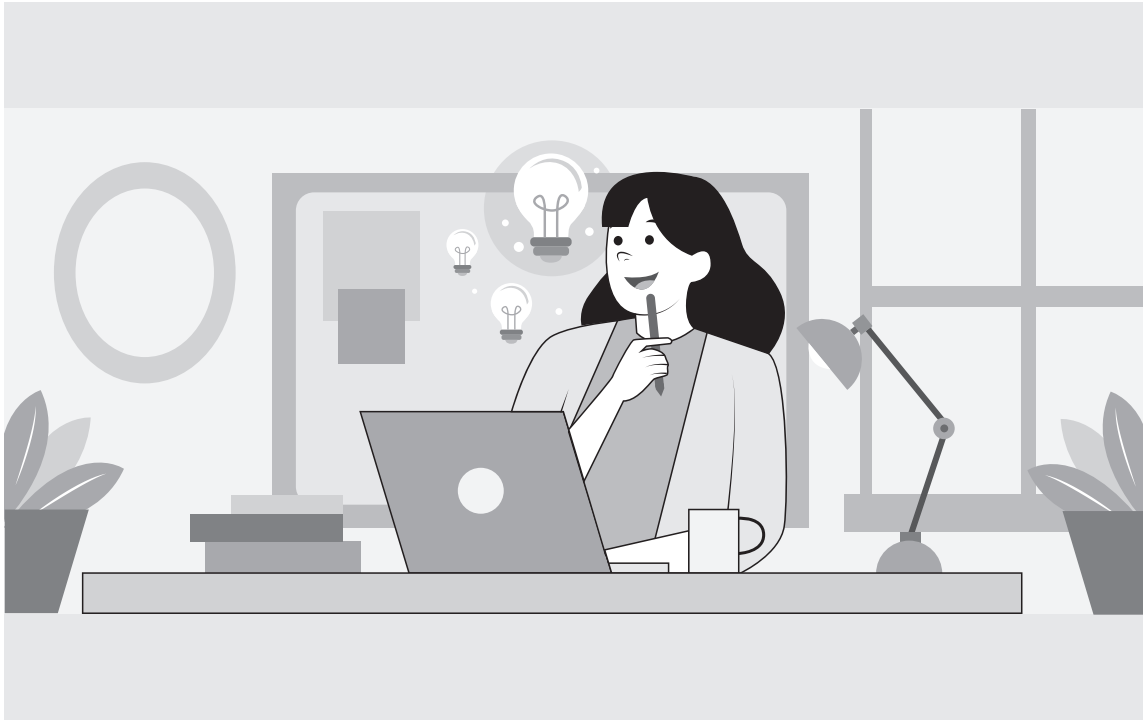
Qualities or Personal Entrepreneurial Qualities (PECs) that I possess:

How my personal qualities could help me manage my identified business:



LESSON 1

UNDERSTANDING WHAT YOU DID



HOW TO START YOUR BUSINESS

As you start your own business, you may have questions or concerns like the following: Can I do it? I do not have enough capital. I do not have any experience at all. How will I know the right venture for me?

These and other related challenges can be overcome by following these business principles:

1. **Identify the market need.**

What is the need in your community? What product do people want to buy? What services need to be improved? Identifying the products or the services needed by the people is a great way to start.

LESSON 1

2. Make a self-assessment of your interests, strengths, or qualities and capabilities.

Which of the needed products or services can you provide considering your personal entrepreneurial competencies and skills? List them down for you to have a clear picture of what you can offer.

3. Choose a venture that you can sustain.

Identify a business that does not require a very high capital nor a complicated technology. Also choose one that is easily accessible to you and to your target customers.

4. Profitability

A very important aspect of any business is making a profit. Any business engagement must outweigh the expenses involved.

In a nutshell, you need to consider a business based on the following:

- a. customers' needs,
- b. your own skills/interests/ experiences,
- c. product source and availability of capital, and
- d. potential earnings or profit of the venture.

STARTING OUT YOUR BUSINESS



You can always find competitors in almost any business. Hence, you must always think of ways to be at par with them or to be better than they are. Here are some things to consider.

1. Products or Services

- What are the common things your customers buy or would want to buy but are not yet available in the market?
- Why do you think would customers prefer your products over your competitors'?
- Who are your competitors? Why are customers buying from them? What are their strengths? their weaknesses?
- How would you make a difference so that customers would notice your products or services?

2. Supplier

- Who are the sources of your product?
- Can you identify other suppliers?
- How would you price your product?
- Will you still be profitable?
- What would you do if suddenly your supplier stops delivering a product?

LESSON 1

3. Sales and Costing

How much is your total expenses to produce your product? This includes transportation cost, packaging, and even snacks as you buy your inventories. This is also called cost of goods sold (COGS). This refers to the direct cost of producing the goods being sold.

- How much would you decide to sell it?
- How many pieces must you sell to breakeven?
- What can you do to sell more?

Exercise:

Determine the profitability of the situation given below. Answer the questions that follow on a separate sheet of paper.

Ezra buys banana for ₱50.00 per kilo. His cost of good sold is ₱10.00 per kilo.

1. How much should he sell the banana per kilo?

2. How much should he sell the banana per kilo in order to break even?

3. How many kilos should he sell to have more profit?

HOW TO STAY IN THE BUSINESS



Starting a business is one thing but continuing a business is another matter. Market is volatile and you need to continue given any changes in the environment or with the presence of your competitors.

Here are some points to help you move ahead:

1. Define your value proposition.

What is that “more” that your customers cannot find in your competitor? If you can find ways to increase your product or service value, you can also increase your price.

2. Regularly perform environmental scanning of your business. Find out what is working well and what is not. This can be done by identifying your own:

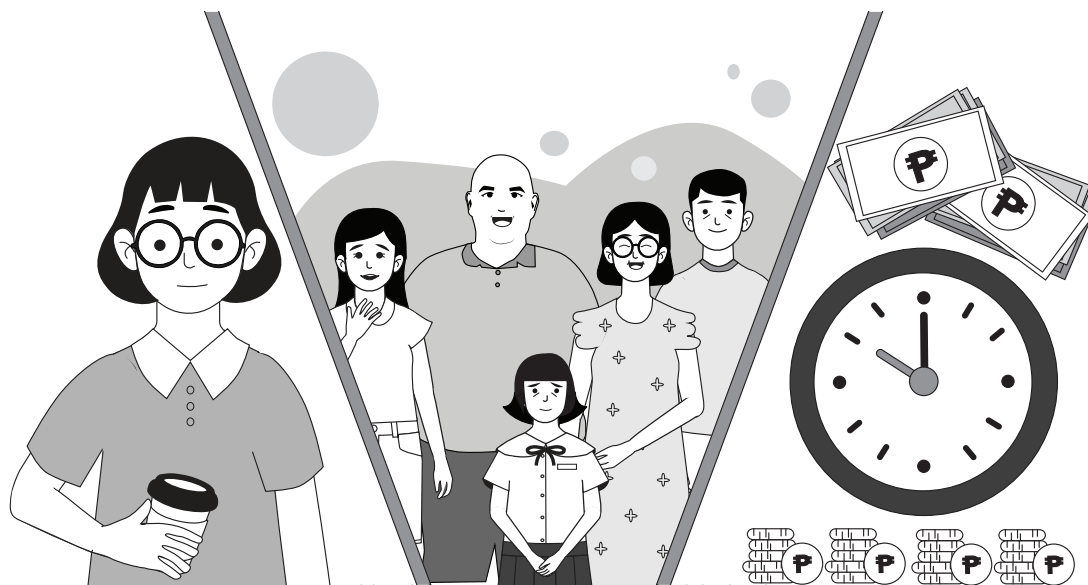
- **Strength**

What is the quality of your product, your customer service, location, and so on?

LESSON 1

- **Weakness**
Identify things which you can improve.
- **Opportunities**
This is a venue for business growth or expansion such as offering other related products or services.
- **Threats**
Are there any legal improvements which need to be done? Or are there technological or political barriers? How do you think can you avoid or overcome them?

You call the aforementioned process the SWOT analysis. SWOT stands for Strength, Weakness, Opportunity and Threat. After identifying such, it is high time for you to develop a plan of action.



MY PERSONAL, FAMILY, AND BUSINESS NEEDS

Most businesses do not last long because owners tend to mix their personal or family needs into their business. Let us take a look into Alea's story.

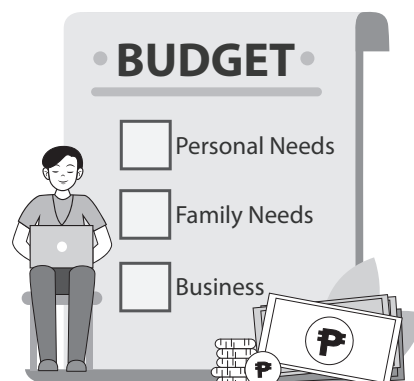
Alea is growing pig and sells the meat thereof. From her sales, she goes to buy another piglet as a replacement so she can sell meat continuously. She also buys the feeds, vitamins, and vaccine from her sales and keeps the profit for her family's needs.

One day, a relative approached her to borrow money to help in the hospitalization of his wife. Alea knows that she can only be of help if she will sell her pig. This would mean that she might lose her business if she will let her relative borrow money. This would also mean that her own family's needs might also suffer.

1. If you were Alea, would you lend money to your relative? Why or why not?
2. How can you help others without making your business suffer or without compromising your family's needs?

Paying yourself first

One of the most important principles in business is paying yourself first. By separating a record of your personal or family's needs and that of your business, you will not be tempted to use business money for your personal needs.

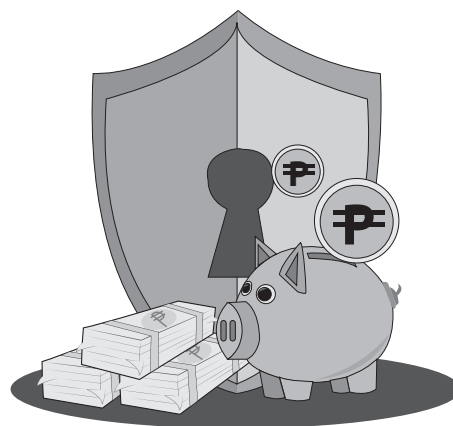


Paying yourself a salary can sustain your personal or family's needs. With your personal savings, you can help others without compromising your business and business growth.

Securing the “hen that lays golden eggs”

The business owner is usually the bread winner in the family. Because of the business, the owner is able to secure assets that help in the education of the children and that secure the family's future.

A business asset is anything that produces or may produce an income. It may be your inventory, equipment, or capital, that you need to protect from downfall or loss.



One of the main assets to be considered is the business owner himself/herself. He/She needs to be protected from untoward events like illness, accident, or untimely death.

Without the owner's presence, a family member may continue the business if the asset is protected. Life, health, and crop insurances are available in the market to prepare business owner for any eventualities.



LESSON 1

SHARPENING YOUR SKILLS

I. Directions: Have a conversation with someone who runs a business like the one you are considering putting up. You may use the following questions or other questions of your own. List down the information you would gather in a separate sheet of paper.

1. What do your customers usually buy?
2. Why do you think do they buy them from you?
3. Who are your competitors?
4. How do you differ in terms of the services you offer?

LESSON 1

II. Directions: After you had gathered some information from the conversation you had with people who run the the business you intend to put up, answer the following questions. Do this activity in a separate sheet of paper.

1. What can I do to be better than my competitors?
2. What are my skills, strengths, or experiences that would help me in this business?
3. What are the resources needed in my business?



LESSON 1

TREADING THE ROAD TO MASTERY

Read, analyze, and answer the question below. Write an essay consisting of not more than ten (10) sentences. Your answer will be evaluated using the rubric below. Do this activity on a separate sheet of paper.

?

How can environmental scanning (SWOT Analysis) help in your business?

Exceeds Expectations (15 points)	Satisfactory (10 points)	Needs Improvement (5 points)
Meaningful response with specific ideas	Sufficiently developed response with enough explanation	Limited response with minimal explanation
Virtually no spelling, punctuation, or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation or grammatical errors



LESSON 2

SETTING THE PATH

MANAGING BUSINESS EFFECTIVELY

At the end of this lesson, you will be able to:



identify opportunities and barriers to improve productivity in business (LS4LC-PS-PSD-AE/JHS-3), and



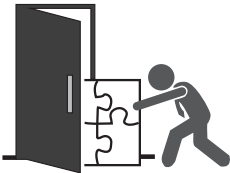

identify potential customers and maximize customer or client satisfaction (LS4LC-PS-PSD-AE/JHS-4).



LESSON 2

TRYING THIS OUT

Directions: Think of a small business that you want to start and identify possible opportunities and challenges that your business may encounter. Do this activity on a separate sheet of paper.

NAME OF BUSINESS:	
OPPORTUNITIES:	CHALLENGES:
	

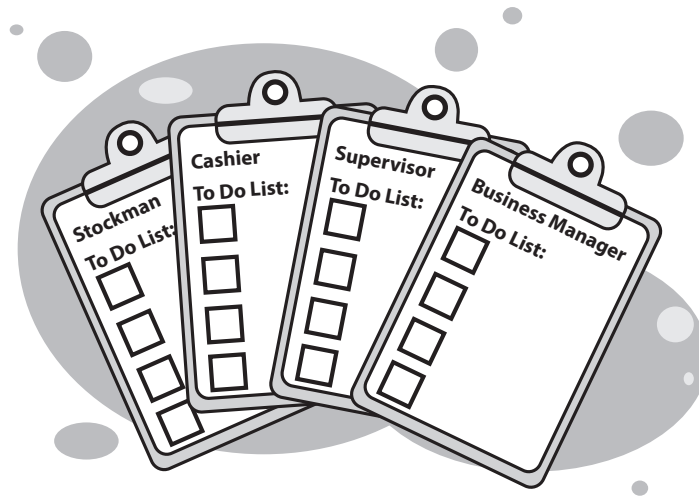


LESSON 2

UNDERSTANDING WHAT YOU DID

OPPORTUNITIES AND BARRIERS IN BUSINESS

Handling a business is not as easy as walking in the park. For your business to continue running smoothly, you need to have good maintenance and productivity. Many factors might affect your business. Here are a few things that can help you and your business become more productive and successful:



Maximize Efficiency.

To improve productivity in business, staff members should be efficient in doing their tasks. One way of improving efficiency is by creating a to-do list for each member. In this way, it will be easier for the members to track their progress, especially if they have different tasks with different deadlines. Each of them needs to know the things that they should finish doing within a certain amount of time. If their assignments and deadlines are not clear for them, they might feel confused and might not be able to deliver their tasks well. Doing this will help them overcome the challenge of multi-tasking.

Exercise Healthy Communication.

Another barrier that might affect productivity is poor communication. There should be a clear and open communication line between you and your staff, and between your staff and their colleagues. Make your staff feel like they are in a good place, where they are welcome to speak their minds and offer suggestions that can help in achieving your business goals. Lack of communication might cause problems, and problems might make your staff feel stressed, and stress might discourage your team from being productive. You should know if your staff members are happy with what they are doing, and you should keep them happy so that they will be more inspired to give their best. Help them, encourage them, and most importantly, reward them for being good employees.



Use Appropriate Technology.

Technology can also be a big help to improve productivity in business. Make sure that you have the right tools to run your business efficiently. There are a lot of multi-tasking applications available that can help you and your staff in doing your tasks. Having high-quality equipment such as laptop computers, printers, and even a good air conditioning unit will definitely improve productivity. You do not need to have the most advanced technology out there, but you need products and services that are good and right for your business.



LESSON 2

These are only a few things that you should consider while running your business. You just have to keep in mind not only the welfare of the customers but also that of the staff, especially since the latter are helping you run your business. Remember, how you treat your staff will reflect on how they handle their tasks. Be a good boss to them, and they will more likely be good to your customers and clients.



Understand Potential Customers.

To identify potential customers, you should know the group or the kind of people who might want to avail of your products and services first. You need to know their location, age group, occupation, income, and other necessary details that will give you an idea of what the majority of your customers may be like. Other factors, such as their interests, hobbies, and lifestyle, will help you know the things that will entice your target customers to your business. Once you have identified all these things, you can start improving your business to match your customers' demands. Knowing these things and applying them to your business will help maximize customer or client satisfaction.

LESSON 2

For example, for you to successfully sell an anti-aging product, you must determine who would be interested to buy anti-aging products. You may want to know their age groups, their product preferences, and the like. There are a lot of ways to find out. One thing you can do is look for a similar product and do your research about the people who like this product. By doing this, you can immediately identify your potential customers.



The next thing you can do is to find out if they are satisfied with the product. If your research tells you that the other anti-aging product is very popular with women in their late 20s, but then some of them do not like it because of the packaging, you might want to do some research about the kind of packaging that they like, and then sell your product with the packaging they prefer. This way, more customers may like your product better than the other one.



LESSON 2

SHARPENING YOUR SKILLS

- I. **Directions:** Read and analyze the given situations. Determine if it is an opportunity or a barrier in business. Use the graphic organizer below. Do this activity on a separate sheet of paper.

SITUATIONS
1. A lot of people gathered for an event near your place.
2. Suppliers did not meet the amount of product you need.
3. The market is open for an online selling.
4. There are a lot of competitors selling the same product that you are selling.
5. You are required to do SWOT (strength, weakness, opportunity, threat) analysis before putting up a business.
6. Market demand dries up.
7. Your computer is hacked and you are in an online business.
8. Your business partner created an official website to sell your products.

OPPORTUNITIES

BARRIERS

LESSON 2

II. Directions: Propose a product or business that you will create for the following groups of customers. Do this activity on a separate sheet of paper.

CUSTOMERS	PRODUCT/BUSINESS PROPOSAL
1. teenage girls	
2. mothers in their 40s	
3. retired professionals	
4. low-income workers	
5. full-time housewives	
6. physically challenged people	
7. members of the LGBTQ++ community	
8. public school teachers	
9. call center agents	
10. employees working from home	



LESSON 2

TREADING THE ROAD TO MASTERY

Read, analyze, and answer the question below. Write an essay consisting of not more than ten (10) sentences. Your answer will be evaluated using the rubric below. Do this activity on a separate sheet of paper.

?

Why is it important to know the opportunities and the barriers when developing a business?

Exceeds Expectations (15 points)	Satisfactory (10 points)	Needs Improvement (5 points)
Meaningful response with specific ideas	Sufficiently developed response with enough explanation	Limited response with minimal explanation
Virtually no spelling, punctuation, or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation, or grammatical errors



LESSON 3

SETTING THE PATH

IMPACT OF TECHNOLOGY ON BUSINESS

At the end of this lesson, you will be able to:



identify, select, and use appropriate technology to improve productivity, efficiency, and quality (LS4LC-PS-PSD-AE/JHS-11).



LESSON 3

TRYING THIS OUT

Directions: Analyze the given picture and answer the following questions.
Do this activity on a separate sheet of paper



Questions:

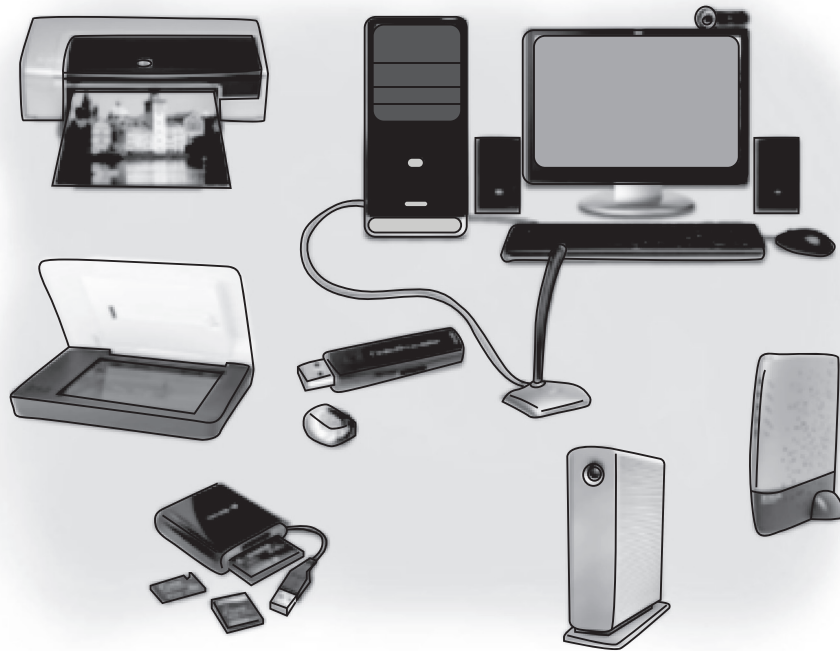
1. What do you notice first in the illustration?
2. What kind of people and objects are shown?
3. What does the illustration mean?
4. What can you learn from examining the picture?



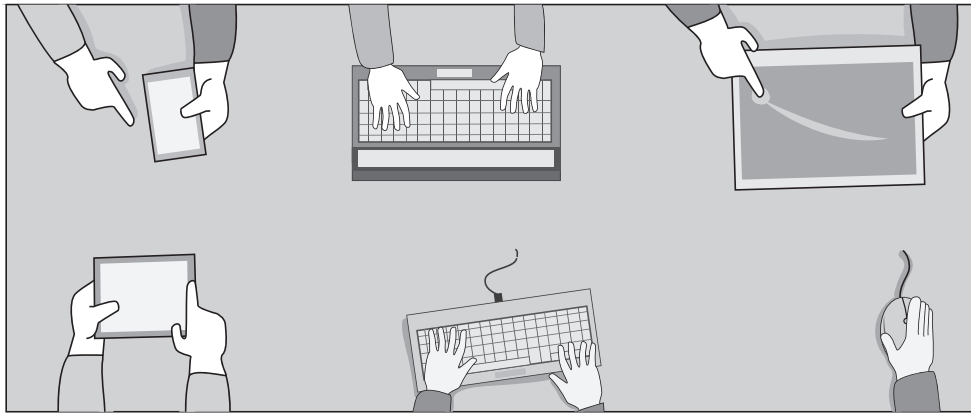
LESSON 3

UNDERSTANDING WHAT YOU DID

TECHNOLOGY AND PRODUCTIVITY



In this time and age, there is a shortcut for almost everything. This can be credited to technology. There are a lot of available technologies out there that you can use for your convenience, and the variety may seem overwhelming. While all these advancements are made to make your life easier, looking for the most efficient and appropriate technology for your needs may be quite tricky. Here are some ways to help you look for the perfect technology for you and your business:



Look for the technologies that have something you need.

Do you need something that will help delegate tasks, schedule meetings, or proofread emails? There is a lot of software and applications that promise to help you in these areas, and some of them may be of more help to you than the others. Make a checklist of the things you need, and look for the technologies that fit your requirements. Compare their features and prices and pick the one that suits your needs the most.

Make the best out of free applications.

Most products will require a monthly or annual premium so you can unlock all of their features. However, you need not spend much to avail them since you may not be needing them for a long time. There are managing and communicating apps with a good basic subscription package that you can avail for free. Unless you think that you really need those premium features, stick to the free version instead. By doing this, you can save money and improve productivity and efficiency in your business.





Do not use technologies that are creating more problems.

While your intention may be good, the outcome may not always be what you expect it to be. If your members complain about a particular application because they find it too confusing to use, do not insist that they should use it. Listen to them, ask them what their problems are, and see how you can help them. They might simply need a seminar or two, or maybe you need a different application altogether. Remember that you want them to use this technology to help them become more efficient in their jobs. If it gives them a headache instead of convenience, the technology is not doing its purpose.

You are lucky to be in a time when everything has a more convenient alternative. However, it must be used correctly and moderately. Not all shortcuts can be beneficial, but beneficial products can have some additional perks too. They might have some features that you did not know you needed. By the end of the day, these technologies should do their job in improving the quality of your output.



LESSON 3

SHARPENING YOUR SKILLS

- I. **Directions:** Think of possible forms of technology that can be used to promote and improve the given products or businesses below. Do this activity on a separate sheet of paper

PRODUCT/BUSINESS	TECHNOLOGY THAT CAN BE USED
1. dairy products	
2. gadgets	
3. poultry	
4. condominium	
5. fabric	
6. appliances	
7. street food	

LESSON 3

II. Directions: Enumerate the pros and cons of using technology in business.
Do this activity on a separate sheet of paper.

+ ADVANTAGES	- DISADVANTAGES



LESSON 3

TREADING THE ROAD TO MASTERY

Read, analyze, and answer the question below. Write an essay consisting of not more than ten (10) sentences. Your answer will be evaluated using the rubric below. Do this activity on a separate sheet of paper.

?

***How can technology boost productivity
in your business?***

Exceeds Expectations (15 points)	Satisfactory (10 points)	Needs Improvement (5 points)
Meaningful response with specific ideas	Sufficiently developed response with enough explanation	Limited response with minimal explanation
Virtually no spelling, punctuation, or grammatical errors	Few spelling and punctuation errors, minor grammatical errors	A number of spelling, punctuation, or grammatical errors



MODULE 4

DON'T FORGET



- In starting a business, consider the customers' needs; your own skills, interests and experiences; source of products, availability of capital, and potential earnings.
- Perform SWOT analysis to find out what is working well and what is not in your business.
- Your business can become more productive and successful through the following: maximizing efficiency, exercising healthy communication, and using appropriate technology.
- Knowing your customers' location, age group, occupation, income, interests, hobbies, lifestyle, and other necessary details and applying these to your business will help you in maximizing client satisfaction.
- The quality of your products and services will reflect on customer satisfaction and the overall performance of your business.
- To maintain and enhance the quality in your business, you need to consider doing the following: be consistent with your processes, invest in your employees, and recognize the areas that need improvement.
- A mixture of good leadership skills and good use of technology will ultimately improve your business' overall performance.





MODULE 4

EXPLORE MORE

For additional activities related to the topics of this module, these resources may be helpful:

SWOT Analysis

(https://www.mindtools.com/pages/article/newTMC_05.htm)

Productivity, Efficiency, and Quality

(<https://aim-progress.com/storage/resources/1&2%20Productivity%20and%20Quality.pdf>)

5 Steps to Improve Customer Satisfaction

(<https://www.youtube.com/watch?v=XK3cNcuvuMs>)

Resource Efficiency and Sustainable Development

(<https://www.youtube.com/watch?v=kC3VTg-8f0s>)

Does Technology Increase Productivity?

(<https://www.youtube.com/watch?v=nGipbuBfqJ0>)



MODULE 4

REACH THE TOP

Directions: Read each item carefully and answer the question by writing the letter of the correct answer on a separate sheet.

1. What do you call someone who sells foods or services for a profit?
 - A. investor
 - B. politician
 - C. self-employed
 - D. entrepreneur

2. It is a place where a seller and a buyer meet.
 - A. plaza
 - B. market
 - C. along the street
 - D. municipal hall

3. If you want to know your customer's location, age group, occupation and income, what are you doing?
 - A. identifying potential customers
 - B. conducting a research
 - C. complying a requirement for business permit
 - D. collecting more friends

4. There are two important things to consider when you produce or sell a product, what are they?
 - A. good location and marketplace
 - B. brand and price
 - C. quality and quantity
 - D. customer and demand

5. What question should you ask yourself if you want to start a business?
 - A. What are the people's needs?
 - B. How much capital do I need?
 - C. Where will I put my business?
 - D. How much product will I sell?

6. How will you solve a situation where the supplier backs out five days before the scheduled delivery date?
 - A. have more stocks
 - B. always have more than one supplier
 - C. close the store temporarily
 - D. explain the situation to the customers

7. What will you do if there is a new business that came out with the same products that you are selling?
 - A. Lower your price.
 - B. Add more in your product package.
 - C. Offer a term or discount.
 - D. Increase your product or service value.

8. Why is it important to know your business' strengths and weaknesses?
 - A. to have more suppliers
 - B. to have a loan from the bank
 - C. to continuously improve
 - D. to fulfill the mayor's requirement

MODULE 4

9. What do you need to have to manage your business even if you are not in your store physically?
- A. CCTV
 - B. record book
 - C. system
 - D. cashier
10. How would you know if your business is succeeding?
- A. It has more inventories.
 - B. It is in a good location.
 - C. You have more suppliers.
 - D. You have an increased profit.

ANSWER KEY

PRE-ASSESSMENT

PAGE 2

1. Personal Entrepreneurial Competencies
2. Business
3. Customer
4. Efficiency
5. Technology

LESSON 1: STARTING OUT A BUSINESS

TRYING THIS OUT

PAGE 4

(Answers may vary.)

Possible Answers:

Type of Business: Sari-Sari Store

Qualities needed by a business owner to successfully manage the identified business:

persistent, committed, hardworking etc.

Qualities or Personal Entrepreneurial Qualities (PECs) that I possess:

risk taker, confident, hardworking, can go the extra mile etc.

How my personal qualities could help me manage my identified business:

Since I am an important factor in running my own business, my qualities or characteristics matter whether my business will flourish, be successful, and stand the test of time.

ANSWER KEY

UNDERSTANDING WHAT YOU DID

EXERCISE: SALES AND COSTING

PAGE 8

Ezra buys banana for ₱50.00 per kilo. His cost of good sold is ₱10.00 per kilo.

a. How much should he sell the banana per kilo?

Answer: The total COGS is ₱60.00; add for example 20% profit that is ₱12.00. He can sell it at ₱72.00 per kilo.

b. How much should he sell the banana per kilo in order to break even?

Answer: He needs to sell it at ₱60.00 per kilo

c. How many he should sell to have more profit?

Answer: The more kilos he can sell, the more his profit will be.

SHARPENING YOUR SKILLS

PAGE 13

ACTIVITY I

Answers depend on the result of the conversation the learners may have had.

Possible answers:

1. Rice, soap, cooking oil, ice, charcoal etc.
2. My price is lower compared with that of my competitors'.
3. There are other sari-sari stores in the neighborhood.
4. My price is a bit lower compared with my competitors'.
I act promptly to serve the needs of the customers. etc.

ANSWER KEY

ACTIVITY II

PAGE 14

Answers may vary.

Possible answers:

1. Look for a supplier that will offer a lower price product.
Learn about customer service and apply them
2. My skills: a good communicator, with managerial skills, technical skills etc.
My strengths: hardworking, resilient, good in handling money etc.
My experiences: worked as a store manager
3. Capital, inventory (goods), manpower, assets

TREADING THE ROAD TO MASTERY

PAGE 15

Question:

How can environmental scanning (SWOT analysis) help in your business?

Possible Answer:

SWOT analysis could help develop awareness of the strength, weakness, opportunity and threat necessary in making decisions concerning the business. The analysis could help business owners find out what is working well and what is not about the business. With the information discovered, they could plan what strategy to use in improving the business and could compete successfully with their competitors.

ANSWER KEY

LESSON 2: MANAGING BUSINESS EFFECTIVELY

TRYING THIS OUT

PAGE 17

(Answers may vary.)

Possible Answers:

Name of Business: E-loading Business

Chances:

in-demand

daily income

low starting capital

Challenges

high competition

low profit

challenging to promote

SHARPENING YOUR SKILLS

PAGE 22

ACTIVITY I

Opportunities:

A lot of people gathered for an event near your place.

The market is open for an online selling.

You are required to do SWOT (strength, weakness, opportunity, threat) analysis before putting up a business.

Your business partner created an official website to sell your products.

Barriers:

Suppliers did not meet the amount of product you need.

There are a lot of competitors selling the same product that you sell.

Market demand dries up.

Your computer is hacked, and you are in an online business.

ANSWER KEY

ACTIVITY II

PAGE 23

1. teenage girls – Sell them lip tint or fashionable items.
2. mothers in their 40s – Sell them bags or beauty products.
3. retired professionals – Be part of an online mentoring group.
4. low-income workers – Offer them a part-time work as online resellers.
5. full-time housewives – Sell them treats and desserts.
6. physically challenged people – Offer a part-time work to them.
7. members of the LGBTQ++ community – Sell them rainbow inspired items.
8. public school teachers – Offer them gadgets repair.
9. call center agents – Sell them energy drinks or health supplements.
10. employees working from home – Sell them home prepaid wifi.

TREADING THE ROAD TO MASTERY

PAGE 24

Question:

Why is it important to know the opportunities and barriers when developing a business?

Possible Answer:

It is important to know the opportunities and barriers when developing a business. This knowledge enables the entrepreneur to make informed decisions regarding the risks he/she may face in putting up his/her business; hence, he/she will be more prepared to solve potential problems that may arise.

ANSWER KEY

LESSON 3: IMPACT OF TECHNOLOGY ON BUSINESS

TRYING THIS OUT

PAGE 26

- What do you notice first in the illustration?
Answer: I noticed the objects with people on it.
- What kind of people and objects are shown?
Answer: It shows people that are connected and gadgets that can be used for communication.
- What does the illustration mean?
Answer: I think it means that people in different places are being virtually connected through the use of different gadgets.
- What can you learn from examining the picture?
Answer: Through the picture, I learn that technology connects people easily.

SHARPENING YOUR SKILLS

ACTIVITY I

PAGE 30

Possible Answers:

- **dairy products** – an application that offers catchy and attractive labels
- **gadgets** – high-tech and up-to-date specifications
- **poultry** – an equipment that increases production and prolongs the shelf life of products
- **condominium** – an application that makes brochures using online photo-editing applications
- **fabric** – a web page application to create an online shop
- **appliances** – a web page application to create an online shop
- **street food** – a service delivery application

ANSWER KEY

ACTIVITY II

PAGE 31

Possible Answer:

Advantages:

- It makes work easier.
- Technology helps reach more people.
- Some applications are free.
- Updated gadgets are available.
- More efficient kinds of equipment are available.
- Lesser workforce is needed.

Disadvantages:

- There could be additional expenses for training.
- There could be a need to hire professionals to use the high-tech equipment.
- Maintenance cost could be higher.
- There is a lower employment opportunity for people since machines could do their work.
- Electricity consumption is higher.
- Wrong use of technology might double the expenses.

TREADING THE ROAD TO MASTERY

PAGE 32

Question:

How can technology boost the productivity in your business?

Possible Answer:

Using the right technology will boost the productivity in my business. Finding the right equipment increases production rate while online applications may improve the sales. The use of technology might entail additional expenses but if the appropriate technology is used, the business will improve.

ANSWER KEY

REACH THE TOP

PAGE 35

1. D
2. B
3. A
4. C
5. A
6. B
7. D
8. C
9. C
10. D

GLOSSARY

Business	the activity of making one's living or making money by producing or buying and selling products
Client satisfaction	a measurement that determines how happy customers are with certain goods or services
COGS	stands for cost of goods sold or the cost of sales. Cost of goods sold (COGS) refers to the direct cost of producing the goods being sold.
Cost	an amount that has to be paid to buy something
Customer	a person who buys goods or services from a store or business
Efficiency	the ability to accomplish something with the least waste of time and effort
Quality	the state of how good something is
SWOT Analysis	SWOT stands for strength, weakness, opportunity and threat. SWOT Analysis is a technique in assessing these four factors.

GLOSSARY

Technology

machinery, equipment, and systems developed from the application of scientific knowledge

Value Proposition

a statement which answers the question "how would you make a difference so that customers would notice you?". It is an offer to the customer that a service or product is of more value to them than similar offerings from other competitors.

REFERENCES

"3 Strategies For Improving Business Productivity". 2020. BDC. <https://www.bdc.ca/en/articles-tools/business-strategy-planning/manage-business/pages/3-strategies-improving-business-productivity.aspx>.

"5 Ways To Improve Quality". 2010. Inc.Com. <https://www.inc.com/guides/2010/09/5-ways-to-improve-quality.html>.

Editors, Forbes Technology Council. 2017. "Council Post: 10 Effective Ways To Increase Productivity Using Technology". Forbes. <https://www.forbes.com/sites/forbestechcouncil/2017/05/16/10-effective-ways-to-increase-productivity-using-technology/#5ada3460680f>.

Jackson, Kenneth. 2020. "8 Ways To Increase Productivity In The Workplace - Business Town". Business Town. <https://businesstown.com/8-ways-increase-productivity-workplace/>.

Macey, Todd. 2016. "Improving Quality Control: 5 Ways To Improve Manufacturing Quality Control". Vital-Learning. Com. <https://www.vital-learning.com/blog/improving-quality-control-manufacturing>.

Massey, Tim. 2017. "A Guide To The Basics Of Successful Material Handling | Flexqube". Flexqube. <https://www.flexqube.com/news/guide-basics-successful-material-handling/>.

Mathew, Adam. 2020. "6 Useful Tips For Identifying Your Potential Customers". Liveadmins. <https://www.liveadmins.com/blog/6-useful-tips-for-identifying-your-potential-customers/>.

REFERENCES

Roy, Ewan. 2015. "5 Methods To Build A More Efficient Procurement Strategy - Trade Ready". Trade Ready. <http://www.tradeready.ca/2015/fittskills-refresher/5-methods-build-efficient-procurement-strategy/>.

Samoilenko, Julia. 2017. "5 Ways To Use Technology To Improve Workplace Productivity". Technologyadvice. <https://technologyadvice.com/blog/human-resources/ways-to-use-technology-to-improve-workplace-productivity/>.

Starting and Growing My Business Self Reliance. 2014
The Church of Jesus Christ of Latter-day Saints
Salt Lake City, Utah

"Top Three Barriers To Workplace Productivity". 2020. Small Business - Chron.Com. <https://smallbusiness.chron.com/top-three-barriers-workplace-productivity-32768.html>.

The development and printing of this learning resource was made possible with the cooperation of Asia Pacific College. This is a component of the project “Better Life for Out-of-School Girls to Fight Against Poverty and Injustice in the Philippines” implemented by UNESCO Office, Jakarta in partnership with the Department of Education. This initiative received a generous financial support from Korea International Cooperation Agency (KOICA).

For inquiries, please contact:

Department of Education, Bureau of Learning Resources (DepEd BLR)

Office Address : Ground Floor, Bonifacio Building, DepEd Complex,
Meralco Avenue, Pasig City, Philippines 1600
Telefax : +63-2-8631-1072; +63-2-8634-1054; +63-2-8631-4985
Email Address : blr.qad@deped.gov.ph; blr.lrp@deped.gov.ph