

JANUARY

Makugihon

FEBRUARY

Mahigugmaon

MARCH

Matinabangon

APRIL

Matinahuron

MAY

Mahapsay og Malimpyo

JUNE

*Maabtik og Musunod sa
Iksaktong Oras*

JULY

Maantigo og Maabilidad

AUGUST

*Maginkunahunaon
para sa Uban*

SEPTEMBER

Madaginton

OCTOBER

Matinud-anon

NOVEMBER

Masaligan

DECEMBER

Maalampunon



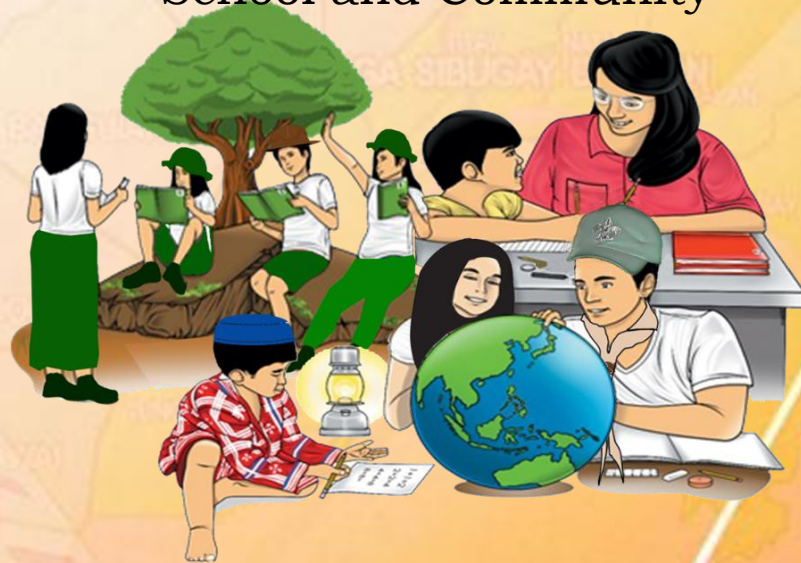
Republic of the Philippines
Department of Education
Regional Office IX, Zamboanga Peninsula



Zest for **P**rogress
Zeal of **P**artnership

Technology and Livelihood Education (TLE) Entrepreneurship

Quarter 3 – Module 2 Sell Products Based on Needs and Demands in School and Community



Name of Learner: _____

Grade & Section: _____

Name of School: _____

N-AVIGATING
O-PPORTUNITIES TO
R-EENGINEER FOR
T-RANSFORMATION &
E-MPOWERMENT



Service
with a
Heart

“Be and Do Much Better Each Day
with a Sense of Urgency”

TLE – Grade 6

Alternative Delivery Mode

Quarter 3 – Module 2: Sell products based on needs and demands in school and community

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Secretary: Leonor Magtolis Briones

Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writer:	Ludmila B. Azero
Editors:	Bella Belino- Jumawan Edward G. Galon
Reviewers:	Nilda Y. Galaura, Evelyn C. Labad
Illustrator:	Ludmila B. Azero
Layout Artist:	Eva Joy J. Manga
Management Team:	
	SDS: Ma. Liza R. Tabilon
	ASDS: Judith V. Romaguera
	OIC-ASDS: Ma. Judelyn J. Ramos
	OIC-ASDS: Armando P. Gumapon
	CID Chief: Lilia E. Abello
	LR: Evelyn C. Labad
	PSDS: Melecio E. Asentista

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Department of Education Region IX – Zamboanga Peninsula

Office Address: Pres. Corazon C. Aquino Regional Government
Center, Balintawak, Pagadian City,
Zamboanga del
Sur Province 7016

Telefax: (062) 215-3753, 215-3751, 991-1907, 215-
3789

E-mail Address: region9@deped.gov.ph



What I Need to Know

This module was designed and written with you in mind. It is here to help you understand fully about family. 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.

This lesson will expand your knowledge about the different tools or utensils used in preserving food. The module is all about the different ways of food preservation and their benefits.

After going through this module, you are expected to:

1. Sell products based on needs and demands in school and community;
2. Define demands;
3. Examine products sold based on needs and demands in the school and the community.

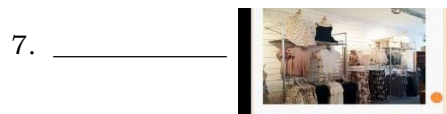
Lesson

Sell Products Based on Needs and Demands in School and Community



What's In

Directions: Identify whether the following is a **need** or **want**. Write your answer on the space provided before each number.



4.



9.



5.



10.



What's New

Why there is a need to know the needs and demand of every individual in times of pandemic?



What is It

An entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business/or producers. Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market.

An ideal entrepreneur desires to establish business that will be able to produce simple products. Starting your own business entails serious hard work.

Product research is like a background check for a new product idea. The research process includes checking on similar offerings already in existence and estimating the selling potential of the proposed new product.

Product Planning is the ongoing process of identifying and articulating market requirements that define a product's feature set. Product planning serves as the basis for decisions about price, distribution and promotion.

Product testing, also called consumer testing or comparative testing, is a process of measuring the properties or performance of products. The theory is that since the advent of mass production manufacturers produce branded products which they assert and advertise to be identical within some technical standard.

Needs are basic necessities of people such as food, clothing, and shelter. People cannot survive without them. Now a days, education and health care are part of the human needs. Garment products and real estate products are always patronized.

The knowledge of the needs of people helps entrepreneurs market their products and services. Products and services are bought and paid because they satisfy the needs of the customers.

Wants are goods that people desire or wish to have. People can still live even without these products or services. Electronic products and entertainment industry fall under this category.

Abraham Maslow is a well-known American psychologist. He proposed the different levels of needs and human beings. The basic needs of man are food, clothing and shelter. He called them basic because it pertains to survival, biological and physiological needs of people –things needed in order to live. This level had been very helpful to all people. Once the need of a person is satisfied, he or she moves to the next level.

Demands are a step ahead of wants. It is the amount of interest to a given product that consumers are willing to buy at a given price, at a given period. The basic difference between wants and demands is desire. A customer may desire something, but he may not be able to fulfill his desire. Consequently, for people who can afford a desirable product are transforming their wants into demands. In other words, if a customer is willing and able to buy a need or a want, it means that they have a demand for that need or a want.

Understanding customers' needs and the business environment is a huge interface of information. If a market research is done, then the knowledge of the market can be integrated to the target clients specifically in developing new products/ services and improving existing ones.

Having knowledgeable staff sets the business on a competitive edge because it helps the business run more smoothly and efficiently. For example, knowing customers' needs and feedback to develop products or services to ensure that their needs are met.

In order to manage the utilization of knowledge, there is a need to build a culture in which knowledge is valued across the business to retain the competitive advantage and understand the characteristics of the target market.

Knowledge of the business can help entrepreneurs evaluate and understand the needs of potential customers and develop products/ services that meet customer satisfaction since possible customers show different behavior patterns and preferences such as brand loyalty and the like.

Sample of Products that are Commonly sold in School and in Community



BOTTLED WATER

- Is one of the most in-demand products in school and community that can provide a solution to the need



USED CLOTHING

- Commonly known as Ukay-Ukay business offers imported products and sometimes overruns sold at lower price



STREET FOODS

- Such as fish balls, siomai, and assorted kakanin can be sold the whole day and are offered at a lower price



BAKED PRODUCTS

- Such as pandesal, ensaymada, loaf bread, cakes, and other pastries are equally saleable.



FACE MASK

- One tool utilized for preventing the spread of disease, germs and virus.



FACE SHIELD

- Plastic face visors that provide full face protection
- To protect the wearer`s entire face from hazard such as flying objects, and chemical splashes



SOAP AND WATER

- Hand washing with soap helps prevent infection and removes germs from hands.



HAND SANITIZER

- Kills certain germs on the skin



RUBBING ALCOHOL

- Natural bactericidal treatment. It kills bacteria but doesn't necessarily prevent their growth.



ELECTRONIC RELOADING

- For prepaid mobile phone



TV AND INTERNET

- For news updates
- To connect to the people living in other places



SARI-SARI STORE

- A small neighborhood store selling a variety of goods.



What's More

Directions: Read and answer the following questions below.

1. What are the products saleable in your school?
2. What are the products saleable in your community?
3. What are the products and demands of people during pandemic?



What I Have Learned

Directions: Encircle the letter of the correct answer.

1. What is the lesson about?
 - a. Buys and sells product based on wants
 - b. Buys and sells product based on needs
 - c. Buys and sells products based on trends
 - d. Buys and sells product based on craze
2. Which is not similar to the word needs?
 - a. Necessity
 - b. Essential
 - c. Requirement
 - d. Optional
3. Maria gains weight and needs to buy Ready-To-Wear clothes. What apparel should she buy for daily use?
 - a. Cocktail dress
 - b. Swimwear
 - c. Shirt and shorts
 - d. Gown
4. Which of the following products will be best to sell in your place?
 - a. Barbecue
 - b. Cake
 - c. Milk tea
 - d. Pizza
5. Which of the following is an example of needs?
 - a. Food
 - b. Appliances
 - c. New bag
 - d. Jewelry



What I Can Do

Activity 1. JUMBLE SOLVER!!

Directions: Arrange the jumbled letter to get the correct term/name of a product.

1.



CIE REMAC = _____

2.  DRABE = _____

3.  TRUFIS = _____

4.  TABLESVEGE = _____

5.  LOACHOL = _____



Assessment

Directions: Read the question carefully and encircle the letter of the correct answer.

1. A person who organizes and operates a business or businesses.
 - a. Entrepreneur
 - b. Banker
 - c. Manager
 - d. Leader
2. The amount of interest to a given product that consumer are willing to buy at a given price, at a given period.
 - a. Entrepreneur
 - b. Wants
 - c. Demands
 - d. Needs
3. Basic necessities of people such as food, clothing, and shelter. People cannot survive without it.
 - a. Wants
 - b. Needs
 - c. Demands
 - d. Products
4. Refers to the goods that people desire or wish to have.
 - a. Needs
 - b. Wants
 - c. Demands
 - d. Entrepreneur

5. The _____ of the needs of people helps entrepreneurs market their products and services.
- a. Knowledge
 - b. Wants
 - c. Demands
 - d. Needs
6. Which of the following belongs to needs?
- a. New Car
 - b. Food
 - c. Extra Cellphone
 - d. Internet
7. All of the following are the examples of Wants, **except?**
- a. New shoes
 - b. Jewelry
 - c. Laptop
 - d. Clothing
8. Which of the following is a best example of demands especially during pandemic?
- a. Alcohol
 - b. Bag
 - c. Books
 - d. Appliances
9. Why do entrepreneurs should have the knowledge of people`s need?
- a. To sell something essential to them
 - b. To market the right products
 - c. To gain more sales and profits
 - d. All of the above
10. _____ are bought and paid because they satisfy the needs and wants of a customer.
- a. Products and services
 - b. School and community
 - c. Entrepreneur and Knowledge
 - d. Clothing and shelter



Additional Activities

Direction: Find the words/products in the puzzle based on needs and demands in school and Community. (10 words)

F	A	C	E	M	A	S	K	E	T	P	B
R	R	L	Q	A	L	E	A	M	O	U	R
U	T	A	U	T	C	A	K	O	S	N	E
I	M	W	A	H	O	Q	A	F	E	I	A
T	A	S	L	K	H	M	N	T	Q	M	D
S	R	I	I	O	O	I	I	U	B	A	O
R	S	S	P	M	L	X	N	C	A	R	K
B	C	O	V	E	G	E	T	A	B	L	E
I	F	A	C	E	S	H	I	E	L	D	P
O	L	P	A	G	D	A	F	N	O	Y	E
B	O	T	T	L	E	D	W	A	T	E	R
F	S	A	N	I	T	I	Z	E	R	S	M



Answer Key

What's More
- Answers may vary

What I Can Do

1. Ice Cream
2. Bread
3. Fruits
4. Vegetables
5. Alcohol

What I Have Learned

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

What's in

1. Want
2. Need
3. Need
4. Need
5. Need
6. Want
7. Want
8. Want
9. Need
10. Need

Assessment |

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

References

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