

LEARNING BY EAR 2009

Economics – 6th episode

SUCCEEDING IN THE BUSINESS WORLD

Series: “THE STORY OF TWO YOUNG PEOPLE, WHOSE SUCCESS STEMS FROM THEIR POCKET MONEY”

Author: Frédéric GAKPARA

Editors: Yann Durand and Sandrine Blanchard

Translator: Anne Thomas

SIXTH EPISODE: "A loan at last!"

Scene 1, THE JOURNEY

Characters: **John** (*18-year-old boy, twin.*)

Jane (*John's twin sister.*)

Dad (*Twins' father, 47.*)

Driver (*Taxi-brousse driver, 50-year-old man*)

Shopkeeper (*Taxi-brousse passenger, 40-year-old man.*)

Narrator

Scene 2, AT THE CHAMBER OF COMMERCE

Characters: **John** (*18-year-old boy, twin.*)
 Office worker (*56-year-old man at the Chamber of
Commerce.*)
 Woman behind the counter (*Employed by Chamber of
Commerce, 40ish.*)
 Narrator

Optional Voice: Dictionary voice for “The Little Dictionary”: male if narrator is female and vice versa

NB: The “Little Dictionary” is an optional (LBE Plus) extra, which should be taken out if the manuscripts in your language is too long.

NB!!!: Please adapt the currency to your target zone or invent a currency if you want

Learning by Ear Soundtrack

Intro

NARRATOR: Hello Learning by Ear friends, welcome to this Deutsche Welle about the subject of economics. It tells “THE STORY OF TWO YOUNG PEOPLE, WHOSE SUCCESS STEMS FROM THEIR POCKET MONEY”. A year has gone by since John and Jane asked Uncle Sami and Fo Blam for help in promoting their business venture in Europe. Thanks to their contacts, the twins have found some agro-food distributors in Europe who are interested in their products. However, exporting to Europe is a costly affair. Although John and Jane have saved lots of money they barely have enough. Only a loan will do the trick. We’re going to find out what happens in this sixth episode entitled “**A loan at last!**”

Scene 1, THE JOURNEY

JANE, DAD, DRIVER, SHOPOWNER

ATMO: *Sound of a taxi-brousse engine. Passengers complain and cough because of the dust.*

NARRATOR: Jane and her father are in a taxi-brousse on the way to a funeral over a hundred kilometres away. Jane makes the most of being close to her dad to rally him to her cause.

1. **Jane:** Dad, I know you're not really interested in our business, but do you know we've managed to save 1.7 million so far?

2. **Dad:** You are joking! How did you manage to save up so much?

3. **Jane:** No, I am not joking. Some supermarkets have even agreed to sell our salted groundnuts because of our original package design. The same goes for our roasted groundnut flour in sealed bags and nicely-decorated bottles. We even deliver to petrol stations. So, we've got a massive market.

4. **Dad:** *(skeptical)*
And what about your final exams this year? When are you going to stop concentrating on your business and pass your high school certificate?

5. **Jane:** Dad, you know that neither John nor I have failed so far. Our studies are very important to us. If we put a lot of effort into it, we can succeed on both fronts.

- 6. Dad:** Are you trying to tell me you want to pursue this line of business professionally?
- 7. Jane:** Uncle Sami and Fo Blam have helped us get some large orders in Europe, Dad. We're talking about millions here! We just need some credit so we can fill all the orders. We're going to employ about 20 people to help us. We've become little CEOs, Dad. We're already ahead of those who finish their studies and spend their lives looking for a job. John does the management and finance whereas I'm in charge of business and communications. One day, we'll have to open up our own company.
- 8. Dad:** My child, of all the businesses in the world, why are you only interested in groundnuts, you and your brother?
- 9. Jane:** Don't worry, Dad! We've passed the stage where we walked the streets with groundnuts on our head. Right now, we're experimenting with the different ways groundnut can be transformed so that we can sell derived products. We want to export the most popular appetizers and we've already chosen our company name: "Appetizers of the Tropics".

- 10. Dad:** *(warming to the idea)*
It's a romantic name! Jane, it does please me to see your child's eyes light up when you talk about your project. Every parent would be proud. But I always learnt: each thing in its own time. You're still children in my eyes and I'm scared you're going to get trodden on, that you'll be scarred for life. A child should enjoy the pleasures of childhood and not get caught up too early in the rat race. I'm afraid for you, that's all.
- 11. Jane:** Well, now I know where my fears come from every time John and I have to take serious decisions... from you, Dad!
- 12. Dad:** Explain.
- 13. Jane:** When I'm scared, it's not for me, it's for John. I feel responsible for everything that might happen to him. He often says I'm like a mother to him. Dad, we're doing this for you, in your honour and to prove that you did everything you could for us, even without Mum.

14. Dad: I'm sure that wherever she is, she is proud of you.

15. ATMO: *Silence...*

16. Jane: *(hesitating)*
Dad...

17. Dad: Yes, my child?

18. Jane: We need you to stand guarantor so we can get a loan from the microfinance institute.

19. Dad: Why do you need me to stand as guarantor?
You're both over 18.

20. Jane: They say that even if you're 60, two people have to vouch for anyone taking out a loan. Their income has to be enough to cover the loan, plus a third of the credit requested, plus a mortgage guarantee if the requested amount is more than five hundred thousand.

21. Dad: What's all this red-tape? Do they want to help you or not?

22. Jane: That's what's been making us drag our feet for almost a year now.

- 23. Driver:** *(In bad English)*
“Woman who wants to get out at Tinwango, has to hand money now.
- 24. Dad:** And how much do you want from them?
- 25. Jane:** Four million five hundred thousand...
- 26. Dad:** How much? How are you ever going to pay back that amount?
- 27. Jane:** We've got orders for seven million. John has calculated all our outgoings, rent, machines, raw products, bags, packaging, sea transport and miscellaneous costs, and they all add up to three million five hundred thousand. And we'll keep a million just in case.
- 28. Shopkeeper:** Driver! Where are you taking me to? This is where I get out, isn't it?
- 29. Driver:** *(Bad English again)*
“How I supposed know? I read minds??”
- 30. ATMO:** *The taxi stops, the customer gets out and the car starts up again.*

- 31. Dad:** What guarantee do you have that you'll be able to cover the loan?
- 32. Jane:** The orders are official. Uncle Sami is our representative in Switzerland and Fo Blam is in Germany. They are both following everything closely.
- 33. Dad:** I will get in touch with them so I have a better idea. If your business looks credible then there's no reason why I shouldn't help you. You've already managed to save over a third of the credit that you want. Congratulations! I will vouch for you and also provide the mortgage guarantee if I have to.
- 34. Jane:** *(Hugs her father)*
Oh, thank you, Dad! I knew I could count on you!
- 35. Dad:** But you still have to find a second guarantor.
- 36. Jane:** We already have! Granma asked Da Aleye to vouch for us and she agreed. It's all on your shoulders now, Dad.
- 37. ATMO:** *The taxi-brousse comes to a stop.*

38. Dad: We're there. Please don't consider this a matter of life or death. We'll take a look at it all when we get back, ok?

39. Jane: Ok, Dad.

40. Driver: *(In bad English again)*
“One sleeping badly know car has arrived?”

NARRATOR: Meanwhile, John has been trying to get his economic operator's licence and to register with the Chambers of Commerce.

Scene 2, AT THE CHAMBER OF COMMERCE

JOHN, OFFICE WORKER, THE WOMAN BEHIND THE COUNTER...

41. Office worker: Yes, friend?

42. John: I came here yesterday to find out how I could get an economic operator's card. I'm back to do the paperwork.

43. Office worker: And where's the person in charge?

44. John: That's me, Sir.

45. Office worker: *(Very surprised)*
What? Give me your ID.

(a pause)

But you're still a schoolchild!

46. John: I've also got a business.

47. Office worker: Have you got anything to prove it?

48. John: Is there a diploma for street traders in this country?

49. Office worker: Oh, right! Now, an 18-year-old thinks he can speak to me like that!

50. John: Sir, I came here to get my card and not to argue with you.

51. Office worker: *(Very annoyed)*
Two photos! Nationality! ID card! Go and pay a hundred and forty four thousand at the counter! And fill out these forms!

52. ATMO: *Office worker practically hits the table when he gives John the forms. John picks them up and his steps can be heard as he makes his way to the counter.*

53. John: *(To himself)*
How unpleasant people can be! I have to be

dressed for the part, is that it?
(To the woman behind the counter)
Hello, Ma'am!

54. Woman behind the counter:

Hello! Yes?

55. John:

I would like to pay for my economic operator's card.

56. Woman behind the counter:

That will be a hundred and forty four thousand!

57. ATMO:

We hear John counting the notes. The woman takes the money. Keyboard sounds.

58. Woman behind the counter:

Fill out the forms, please. Leave me one copy and give the other copy plus the receipt to the man who dealt with you before. What's your name, so we can go faster?

59. John:

John MIBLEMI.

60. The woman behind the counter:

Have you got a company to register?

- 61. John:** Yes! The “Appetizers of the Tropics”. It's a business. I've finished filling out the forms, Ma'am.
- 62. The woman behind the counter:**
Hand them over!
(Mumbling)
Yes... here... that's good... And we need a second signature here.
- 63. John:** Oh, yes! Sorry! *(A pause)* Here you are!
- 64. Woman behind the counter:**
Perfect! Here's your receipt! Good luck with your business!
- 65. John:** Thank you, Ma'am!
- 66. ATMO:** *We hear John's steps as he goes back to the office worker.*
- 67. John:** I've finished, Sir!
- 68. Office worker:** Sign the register!
- 69. John:** Ok.

70. Office worker: Here you are! Your economic operator's card and your ID!

71. ATMO: *John's steps again as he exits.*

72. John: *(murmuring)*
A little politeness never hurt anybody, you know!

Outro

NARRATOR: The twins have been running around for a few days. Their father has vouched for them and provided a mortgage guarantee. John and Jane know how much responsibility rests on their shoulders now. And now it's time for our "Little Dictionary" where we find out the meaning of some of the more complicated economic terms that are relevant to this episode.

Jingle "The little dictionary"

PRODUCTION OPTION:

Each LbE language can change the dictionary voice as it sees fit (using cartoon voices, echoes etc...) or let the narrator voice the key words (bold and underlined).

73. **DICTIONARY VOICE:**

Why do John and Jane need to take out a loan? So that their small business can **expand**. Sometimes a business has to grow in order to protect itself against any problems. To do this, it needs to **invest**, put money into conquering new markets and consolidating its position in relation to the competition. This can also involve buying equipment to increase or **diversify** production, as well as acquiring new stock and employing new workers. Our two heroes, in the face of a crisis, decided to expand their activity by transforming their raw product into something else. If they cannot sell their groundnuts in bags, they will grind them into flour. This strategy will help them get rid of their stock as well as spread the risk to several markets. One market can compensate for another in times of crisis. If a company grows in scope, it can no longer remain in the informal sector. It has to register with the **Chambers of Commerce**, whose rules it has to respect and to which it is accountable.

74. **Closing soundtrack to be left running after the outro and brought up**

NARRATOR: John and Jane now have to succeed. But will they? To find out more, don't forget to listen to the next episode. And remember, you can listen to this episode again or tell us what you think about this series by visiting our website at:

d w dash world dot de slash l b e

Bye for now and please don't forget to tune in next time!

Music up

END