

LEARNING BY EAR 2009
Economics – 10th episode

SUCCEEDING IN THE BUSINESS WORLD

Series: “THE STORY OF TWO YOUNG PEOPLE, WHOSE
SUCCESS STEMS FROM THEIR POCKET MONEY”
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TENTH EPISODE: “At the World Trade Fair”.

Scene 1, AT JANE'S STAND

Characters: **Jane** (*21 years old, CEO of AOOT*)
John (*21 years old, in charge of conditioning AOOT*)
1st Customer (*49-year-old man*)
2nd Customer (*56-year-old woman*)
Organizer (*39-year-old man*)
Journalist (*31-year-old man*)
Narrator

Scene 2, AT THE VIP CEREMONY

Characters: **President of Organizing Committee – PCO** (*woman, 63 years old*)
 President of the jury – P JURY (man, 67 years old)
 Exhibitors, Hosts, Audience...

Narrator

Scene 3, AT THE HOTEL CAFÉ

Characters: **Jane** (*21 years old, CEO of AOOT*)
 John (*21 years old, in charge of conditioning AOOT*)

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.

Learning by Ear Soundtrack

NARRATOR: Hello Learning by Ear friends, and welcome to the tenth and last episode of our Deutsche Welle series about the subject of economics, which tells “THE STORY OF TWO YOUNG PEOPLE, WHOSE SUCCESS STEMS FROM THEIR POCKET MONEY”. Jane is back in tip-top condition and the company is doing well, after being restructured by Uncle Sami before his

return to Switzerland. She is now the CEO whereas her brother John is in charge of conditioning the stock. Despite their recent arguments, Jane has chosen her brother to accompany her to the World Trade Fair. It has just opened. John is minding the stand while Jane looks for buyers...

Scene 1, AT JANE'S STAND

JANE, JOHN, 1st CUSTOMER, 2nd CUSTOMER, AN ORGANISER, THE JOURNALIST...

ATMO: *Crowd of visitors to the salon.*

1. **Jane:** *(Very fast)*
Hello, Sir! Biscuits and sweets from Africa!
Our stand is just there, Sir! Original products based on groundnuts! We also have jam and dried tropical fruits.
2. **1st Customer:** *(With an English accent)*
Sorry?
3. **Jane:**
The fruit is dried in the best conditions. We're just next door, come and taste some yourself...
4. **1st Customer:**
Did you say you're from Africa?

- 5. Jane:** Yes, Sir! Our company is called "Appetizers of the Tropics" Here's our stand!
(*To John*)
John, give the man some dried mango.
(*to the customer*)
We already distribute to Germany, Switzerland, Qatar, Saudi Arabia, Brazil and many other countries.
- 6. 1st Customer:** Really?
(*He tastes*)
Uum...delicious. How do you do it?
- 7. Jane:** Our grandmother's secret recipe!
(*Laughing*)
We've also got groundnut biscuits and lollipops. Our philosophy is to sell a new side of Africa.
- 8. 1st Customer:** I like it! What a great idea. I would love to work with you. Here's my business card. I'm also in the food business. I supply many Canadian cities. I would like to take a chance on your products. Give me a call and we'll see what we can do...
- 9. Jane:** Take this jam for starters, Sir. See you soon!

10. **1st Customer:** Thank you very much!
11. **John:** Jane, we don't have any more lollies.
12. **Jane:** Oh no! Oh well, never mind... We'll have to make do! Hello Madam! Would you like to taste our jam, which has been made with the best fruit from tropical Africa?
13. **2nd Customer:** What fruit for example?
14. **Jane:** Bananas, mangos, papayas... Go ahead and have a taste! We also have dried fruits that retain their flavour all year round...
15. **2nd Customer:** Not bad! Where's your boss?
16. **Jane:** I'm the CEO.
17. **2nd Customer:** Really? But you seem so young!
18. **Jane:** (*Laughing*)
Yes, we are young, young and daring!
19. **2nd Customer:** It's good to hear! Can you meet me at my hotel so we can discuss a possible contract?

I represent FOOD SPACE in the United States and Canada. This is my hotel address.

20. **Jane:** I'm honoured, Ma'am. Take this banana jam and these biscuits to go with your tea.
21. **2nd Customer:** Thank you! You're very kind, Miss...?
22. **Jane:** Jane!
23. **2nd Customer:** Thank you, Miss Jane! Give me a call, I am very interested.
24. **Jane:** Don't you worry, Ma'am. I'll call you! See you soon, good-bye!
25. **John:** (admiringly)
Well, you have really got the knack!
26. **Jane:** My brother, you have to be in it to win it!
27. **An organizer:** Hello, Miss!
28. **Jane:** Hello Sir, how can I help you?
29. **Organizer:** I'm responsible for keeping order here. Some exhibitors have complained that you've been

soliciting customers in the alleys and in front of their stands. Is this true?

- 30. Jane:** Oh! Which stands? I just went down the alleys...
- 31. Organizer:** Please just stay at your stand. This is a market here and everybody is protecting their territory. If I get any more complaints, your stand will be shut down.
- 32. Jane:** I understand, Sir. (*To a passer by*) Hello, Sir! Come and discover the wonders of Africa! We've got the best snacks and sweets made from groundnuts.
- 33. Journalist:** From what?
- 34. Jane:** From groundnuts, Sir.... Peanuts! We're the top African food business here. We've managed to impress quite a few countries with our products, on every continent. And on top of that, we're 100 percent organic!
- 35. Journalist:** Can I taste your products?
- 36. Jane:** Of course, with pleasure! Here you are! This biscuit is made from 95 percent fat-free

groundnut flour and no sugar. It is coconut flavour. Tell me what you think!

37. Journalist: Yum! Yum! Very interesting! I'm a journalist from Deutsche Welle. Would you mind giving me an interview? I'd like to focus on your stand.

38. Jane: Definitely! Go for it!

39. Journalist: First of all, introduce yourself to our listeners, Miss!

40. Jane: My name is Jane....

41. ATMO: *Jane's voice is drowned by the sound of the trade fair??...*

42. Jane: Miblemi, I'm the commercial Director of the company, "Appetizers of The Tropics".

NARRATOR: Jane has used her marketing skills to draw many visitors at the trade fair to her stand.. She's made contacts, appointments and has even clinched some deals. Two days before the end of the fair, there is a special VIP ceremony...

Scene 2, AT THE VIP CEREMONY

PRESIDENT OF THE ORGANIZING COMMITTEE (PCO), PRESIDENT OF THE JURY (P JURY) JANE, JOHN, EXHIBITORS, HOSTS, AUDIENCE

43. **ATMO:** *Festive atmosphere. Announcements through the loudspeakers.*
44. **PCO:** ...And now we come to the World Trade Fair Awards! Lately the African continent has been surprising us more and more and our first two awards go to the African company, "Appetizers of the Tropics"....
45. **ATMO:** *Cries of joy from Jane's delegation, hearty applause...*
46. **PCO:** "Appetizers of the Tropics" gets two prizes: the Best Stand Award and the Youngest Entrepreneur Award!
47. **ATMO:** *More cries of joy and applause...*
48. **PCO:** A set of twins. A young man and woman. They are only 21 and they've already built up a modern food company, starting with nothing but their pocket money. A fairy-tale come true that we would like to celebrate this year. We hope it will serve as an example to young

people all over the world. Miss Jane and Mr. John, please come up to the podium! Ladies and Gentlemen I present “The Appetizers of the Tropics”!

49. ATMO:

Crowd applauds, fanfare, shouts ...

50. PCO:

Please confer the awards, Mr. President of the Jury!

51. ATMO:

Silence in the room...

52. P Jury:

The Jury of the 32nd World Trade Fair confers on you, Miss Jane, the CEO of “Appetizers of the Tropics”, the Best Stand Award as well as the Youngest Entrepreneur Award and also the Jury's special mention.

53. ATMO:

Thundering applause, shouts...

54. PCO:

Please.... Please.... Miss Jane would you like to say something?

55. ATMO:

Silence in the room...

56. Jane:

(Emotional)

I... I... It's like... a dream. I would like to say thank you to... everybody. We started our

company with less than six dollars. We never thought we would ever come this far. Thank you to all the members of the Jury. And thank you to the Foundation of African Entrepreneurs without which we wouldn't be here. I want to dedicate the Youngest Entrepreneurs Prize to our grandmother who made us the entrepreneurs that we are. Thank you! And now I will hand over to my brother, John.

57. John:

(Clearing his throat)

Sorry... My sister, Jane, has not made a single mistake from the very beginning. It is all thanks to her that we're both here today.

(To Jane) Thank you, Jane, I dedicate the Best Stand Prize to you alone. You deserve it.

58. ATMO:

Applause in the crowd, fanfare ...

NARRATOR: With tears in her eyes, Jane kisses her brother whilst Journalists from all over the world fight to photograph the twins and get interviews with them. Their success draws even more people to their stand. We next meet them completely exhausted at their hotel café, after the fair is over...

Scene 3, AT THE HOTEL CAFÉ

JANE AND JOHN...

- 59. ATMO:** *Soft music in the background. Sounds of mugs and spoons.*
- 60. John:** You were wonderful, Jane!
- 61. Jane:** Thank you! And you managed to get my waterworks going again!
- 62. John:** If they were tears of joy I would like to see them everyday. I know you've forgiven me Jane, but I really wish I could make you forget everything. All the things I did wrong. The pain you experienced in hospital.
- 63. Jane:** Let's not go over all that again. We learn more from our experiences than from just talking. Let's be happy that we have moved on. The important thing now is to live up to the huge responsibility we've just taken on, in the name of Africa, in front of the whole world. We can no longer afford to make mistakes. "Appetizers of the Tropics" no longer belongs just to us. The company is part of Africa's pride. It shows that trust that

should be conferred on all entrepreneurial and innovative young people.

64. John: It's thanks to your love for me that I'm here. I may have been demoted at the company but I feel just as responsible as you do and I will do everything for our project, for you and for Africa, in order to be successful.

65. Jane: So let's raise our glasses to the young people of Africa, to the young people who can realize their capabilities.

66. ATMO: *They toast.*

67. John: Now Jane, how about we have a chat about your private life. Who's that guy that...

68. Jane: *(she interrupts him)*
What!? Nononono, John will you just get off my case?

69. ATMO: *They both laugh heartily...*

NARRATOR: And this is how John and Jane finally got to the top after lots of sacrifices and challenges. Today, they bear a large responsibility: that of always having to develop, that of remaining humble, that of sharing their knowledge and that of giving young people

the chance to dream.

And now it's time for our "Little Dictionary" where we find out what some of the more complicated economics terms that are relevant to today's 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).

70. DICTIONARY VOICE:

In this episode we heard that some **distributors**, like the man from Canada, who are also known as wholesalers, and supermarket chains want to buy and market John and Jane's products. The Food Space representative, on the other hand, might be thinking of a **merger**. This is when two companies with similar objectives come together. Either the two parties choose to have equal control over the new company or one party buys up the other company's shares. This is not the same as a **holding company** or **trust**, which own the shares of other companies. Holding companies allow

the reduction of risk for the owners and can allow the ownership and control of a number of different companies.

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

NARRATOR: And now we come to the end of “OUR STORY OF TWO YOUNG PEOPLE, WHOSE SUCCESS STEMS FROM THEIR POCKET MONEY”, a Deutsche Welle Learning by Ear series written by Frédéric Gakpara!

Edited by: Yann Durand and Sandrine Blanchard

Translated by: Anne Thomas

And remember, you can listen to all the episodes again or tell us what you think about this series by visiting our website at:

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Good-bye and we wish you every success in the future!

Music up

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