

LEARNING BY EAR 2009

Economics – 2nd episode

SUCCEEDING IN THE BUSINESS WORLD

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

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SECOND EPISODE: “Holidays well-spent”

Scene 1, AT THE BEACH

Characters : **John** (*16-year-old boy, twin.*)
1st customer (*Young man, 30ish, spectator.*)
2nd customer (*Young man, 20ish, gambler resting.*)
Narrator

SCENE 2, ON THE AVENUE

Characters : **Jane** (*John's twin sister.*)
3rd customer (*Woman, 40ish, waiting for a taxi.*)
4th customer (*Man, 50ish, manager of bar-restaurant.*)

Narrator

SCENE 3, IN THEIR ROOM

Characters : **Jane** (*John's twin sister.*)

John (*16-year-old boy, twin.*)

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 series about the subject of economics. It tells “THE STORY OF TWO YOUNG PEOPLE, WHOSE SUCCESS STEMS FROM THEIR POCKET MONEY”. In this second episode, which is entitled "**Holidays well spent**", the twins, John and Jane, throw themselves into their groundnut business. John sells them to holidaymakers on the beach whilst Jane tries her luck with the customers in the bars and restaurants on the main street.

Scene 1, AT THE BEACH

JOHN, 1st CUSTOMER, 2nd CUSTOMER

ATMO: *We can hear the sound of the waves breaking. In the distance, people are playing football. Spectators are spurring them on. Others are swimming (shouts and laughter).*

1. **John:** *(Shouting)*
...Groundnuts! Groundnuts! Tasty, salted groundnuts!

2. **1st customer:** Oy, boy! Let me have a look at those groundnuts.

3. **John:** ...Groundnuts! Groundnuts! Tasty, salted groundnuts!
4. **1st customer:** Listen, boy are you deaf or what? I'm calling you and you keep on shouting, completely ignoring me. Where are your manners?
5. **John:** Don't get angry, Sir, I did hear you.
6. **1st customer:** Well?
7. **John:** Even if there's a customer, Sir, a trader has to keep shouting as loud and as far as he can. The shouting only stops when there's nothing left to sell.
8. **1st customer:** Really now? You know your stuff, boy! I admire your courage. How much does a bag cost?
9. **John:** Twenty-five francs, Sir.
10. **1st customer:** Are you sure your groundnuts are tasty?
11. **John:** I certainly am. You're going to love them!

12. **1st customer:** Well...yes they are well salted! Great! Give me three bags.
13. **John:** Here you are, Sir! Don't forget your change, Sir.
14. **1st customer:** No, no! Keep it, boy! You deserve it.
15. **John:** Thank you, Sir! That's very kind of you. Groundnuts! Groundnuts! Tasty, salted groundnuts!
16. **2nd customer:** Young man, can I have a taste to see if your groundnuts are any good?
17. **John:** They're very good, Sir. The groundnuts are salted and if you buy them you'll find out how tasty they are!
18. **2nd customer:** *(After munching on some groundnuts.)*
Umm! They're good! Give me four bags. How much?
19. **John:** A hundred francs. Here you are, Sir!... Thank you, Sir!
(Shouting)
...Tasty, salted groundnuts!

20. **2nd customer:** Young man, wait! Give me two more bags!
21. **John:** With pleasure, Sir. Here you are! (*Shouting*)
Tasty, salted groundnuts! ... The money, Sir?
22. **2nd customer:** Oh! Sorry! Here you are!
23. **John:** Thank you, Sir! Groundnuts! Groundnuts!
Tasty, salted groundnuts!
24. **ATMO:** *The sound fades gradually.*

NARRATOR: That's how John is confidently selling his batch of groundnuts. A few hundred metres away, the town centre is alive and kicking. Jane is drawing attention from everybody on the main street...

SCENE 2, ON THE AVENUE

JANE, 3rd CUSTOMER, 4th CUSTOMER

25. **ATMO:** *Sound of cars. Horns beeping. Traders selling newspapers shout. Coupé Décalé Music in the bars*
26. **Jane:** (*Shouting*)
...Salted groundnuts, tasty groundnuts! Lovely taaasty groundnuts! Lovely lovely taaasty salted groundnuts! Come and buy them here!

27. **3rd customer:** Young lady! Are they big grains?
28. **Jane:** Yes, they're the best and biggest of the season, Madam!
29. **3rd customer:** Let's see if they taste good... (*After tasting*)
Umm! Yum, they are good! How much does a bag cost?
30. **Jane:** Twenty-five francs, Madam.
31. **3rd customer:** Give me two hundred worth.
(*Taxi beeps*)
Hurry up though, that taxi is waiting for me!
32. **Jane:** But let me at least wrap them up for you, Madam...
33. **3rd customer:** No, it's OK, I'll put the bags straight into my bag.
(*Taxi beeps again*)
It's alright, I'm coming. Ok! Here's your money, young lady.
34. **Jane:** Thank you! Have a nice day, Madam!
35. **ATMO:** *We hear the sound of the car door shutting and the taxi gets going.*

- 36. Jane:** Salted groundnuts, tasty groundnuts! Lovely taaasty groundnuts! Lovely, lovely, taaasty, salted groundnuts! Come and buy them here!
- 37. ATMO:** *Coupé Décalé music from a bar-restaurant.*
- 38. Jane:** *(Entering the bar-restaurant.)*
Hello, Sir!
- 39. 4th customer:** Hello, how can I help you?
- 40. Jane:** Well Sir, I'm selling salted groundnuts, they go really well with beer, and they're good for impatient customers to chew on while they wait.
- 41. 4th customer:** Really? Your groundnuts have such good qualities? What's your name?
- 42. Jane:** Jane.
- 43. 4th Customer:** Jane... Do you go to school?
- 44. Jane:** Yes, I'm about to enter the 12th grade.
- 45. 4th customer:** Well, congratulations!

46. **Jane:** Thank you, Sir! Would you like to buy some groundnuts, Sir?
47. **4th customer:** You deserve to be successful, Jane. If all the girls your age would take a leaf out of your book, our city would be a better place. (*After tasting them.*) Yum! How do you season them, Jane? They're so mild and tasty!
48. **Jane:** Thank you, Sir! Shall I give you some more?
49. **4th customer:** Of course! And if you could put them in bottles and deliver some each week, that would be great. Could you do four bottles a week?
50. **Jane:** I would love to, Sir! I'll give you as many as you need.
51. **4th customer:** It's a done deal then!
52. **Jane:** Thank you, Sir! Good bye!
53. **4th customer:** Good bye, Jane! Look after yourself!
54. **Jane:** I will, Sir. Thank you!
55. **ATMO:** *The sounds of the street and the music fade gradually.*

NARRATOR: And that's how Jane is doing her best to sell her share of the stock...

MUSIC

NARRATOR: It's been two months since John and Jane set up their business. And in two weeks time they have to go back to school. They will have to wind down their business and get their heads down to studying... Here they are later in their room...

SCENE 3, IN THEIR ROOM

JOHN AND JANE

56. **ATMO:** *We hear the sound of the door opening and closing. Jane has just arrived, followed by a meowing cat.*
57. **Jane:** Hey John, do you want to do the accounts now?
58. **John:** Please Jane, can't we do it tomorrow?
59. **Jane:** Never put off till tomorrow what you can do today! Come on, let's do them now and get it over with!
60. **John:** Ok...

- 61. ATMO:** *We hear him leafing through a notebook...*
- 62. John:** To sum up, in financial terms, we have this much profit: ... the turnover... minus the start-up capital... minus the cost of restocking... minus the other costs... minus the losses... make... hang on... yep, we have 93,400 francs profit.
- 63. Jane:** 93,400 francs profit? Yeah!!
- 64. John:** It's all in the till but really we should open a bank account to make sure it's safe. We won't be able to get to it then, on merely a whim.
- 65. Jane:** Good idea! But I think a microfinance institute or a tontine, you know a pawn shop, would be better for us. We could find out about them tomorrow. But John, with all those economic terms that you picked up god only knows where, don't you really think you should be doing advanced business at school?
- 66. John:** I just did a bit of research, that's all. But you were really inventive, Jane. You should also be studying advanced business!

67. **Jane:** We'll see. Let's sleep on it and see what happens...
68. **John:** Let's hope no monsters come to scare us while we are sleeping...
69. **ATMO:** *John turns out the light, pretends to be a monster and teases his sister. The cat meows even more.*
70. **John:** *(pretending to be a monster)*
Hon... Honnn... Honnnnnnn...
71. **Jane:** *(Unable to stop laughing)*
Stop it, John! It's late... Stop it now! Dad is sleeping...

Outro

NARRATOR: And this brings us to the end of the second episode entitled "Holidays well-spent". John and Jane were able to convince people to buy from them thanks to their good marketing techniques. They were able to make a huge profit.

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).

72. DICTIONARY VOICE:

Our two heroes discovered that a good number of people were ready to spend money on salted groundnuts. This is called a **market**. It can be local, regional, national or international. It includes all the business relations – between sellers and buyers – that determine the price for a given commodity. The more vital a commodity is, the bigger the market. In other words, to sell a product you have to persuade consumers that they need it. That's why business owners sometimes do **marketing**. They implement different strategies to predict, assess, stimulate and sometimes sustain the **needs** of consumers. Marketing not only helps evaluate how to adapt a product so it pleases the greatest number of consumers, it also stimulates demand through advertising. For example, before setting up their business, John and Jane let people taste their groundnuts and

took the comments about the salting into account before they went out onto the streets to shout about their product's qualities and make it better known.

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

NARRATOR: John and Jane are now thinking about finding out how **to open an account** with a microfinance institute or a tontine before they go back to school. 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 to be turned up

END