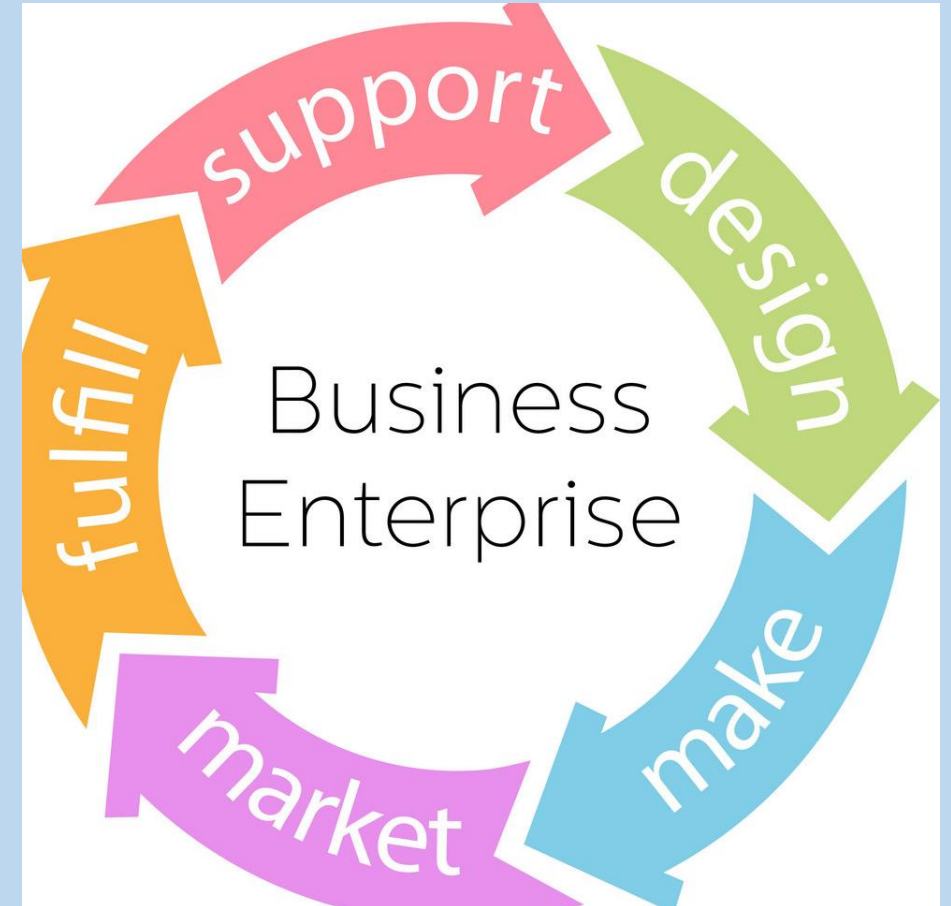
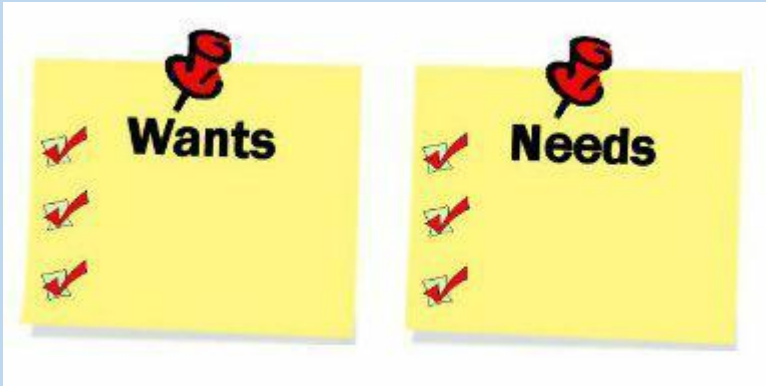


Why do Businesses Exist?



Businesses are set up for various reasons

- **Make profits**
- **Satisfy needs and wants of consumers**



**How would you translate
NEEDS and WANTS ?**

- **Give some examples (think of your personal life)**
- **Give a definition**



Needs (bisogni): the things we cannot do without because they are essential for existence.
What are the 5 basic needs ?



FOOD
WATER
SHELTER
CLOTHES
WARMTH

Needs change in time
Watch the video and take notes on more important needs



Wants (desideri) : are things which are not really needed. Nobody needs a car or telephone but life is much easier if you have them.



PAY ATTENTION TO
MODERN NEEDS : THEY
ARE NO LONGER A WANT
!



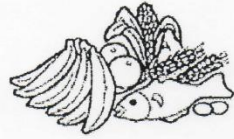


Needs change in time
Nowadays important
needs are ...

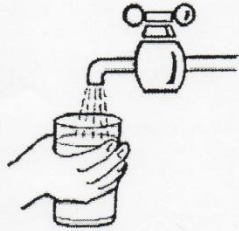
EDUCATION
ELECTRICITY
SECURITY IN THE ENVIRONMENT
SOCIAL LIFE
ECONOMIC SECURITY
HEALTH ENSURANCE



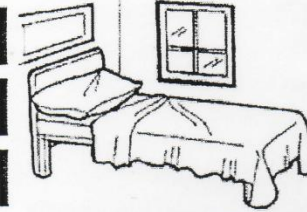
Work in pair and decide if the followings are needs or wants :



Nutritious food



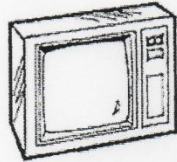
Clean water



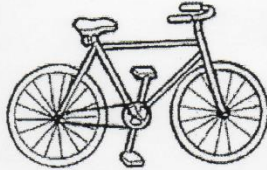
Your own bedroom



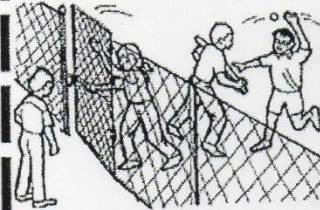
Candy



A television set



A bicycle



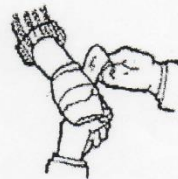
Protection from discrimination



Education



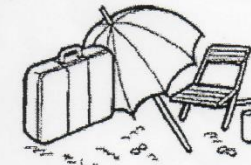
The opportunity to express your opinion and be listened to



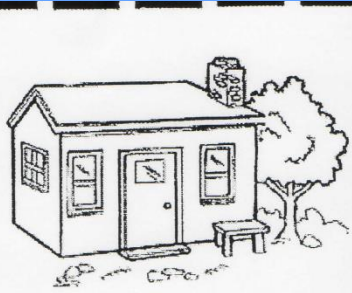
Health care when you need it



Money to spend as you like



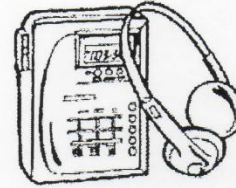
Holiday Trips



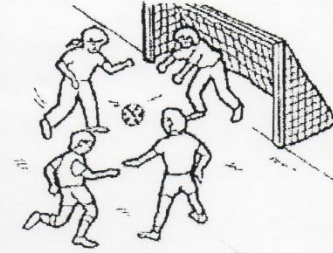
Decent shelter



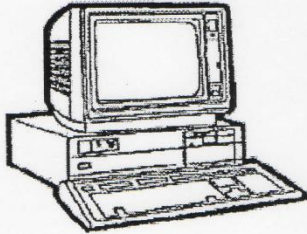
The opportunity to practice your own religion



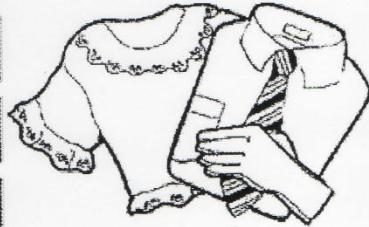
A personal stereo



Playgrounds and recreation centres



A personal computer



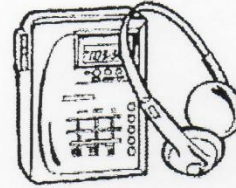
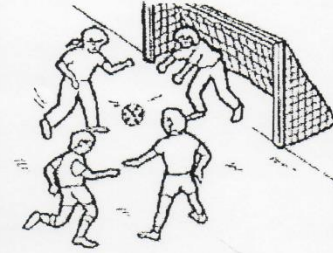
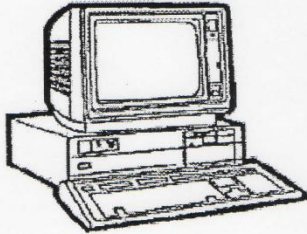
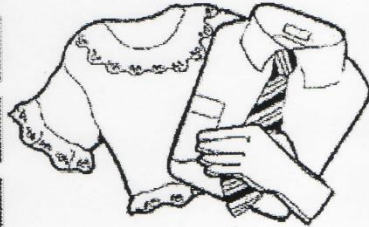



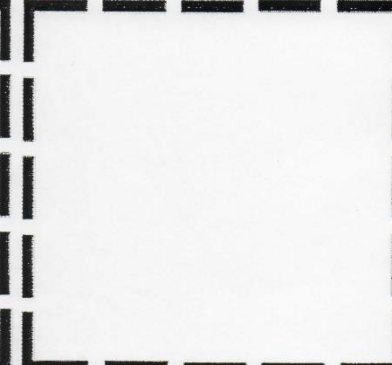

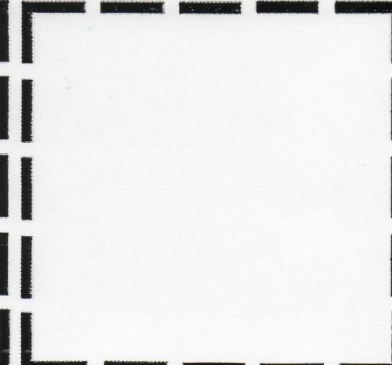
Clothes in the latest style



Clean air



Protection from abuse and neglect

Fill in the four blank cards with items of your own choosing.

Choosing your needs

- 1) Imagine that you are starting a new society on a desert island. Resources are very limited.
- 2) Eliminate eight cards while keeping the ones you reckon most necessary and important.
- 3) Give reasons for your choices.
- 4) More cuts must be made! Cut an additional eight items.

QUESTIONNAIRE

Answer the following questions in sentence form on a separate sheet of paper. Make sure you answer all of the questions completely.

1. Was the second round of eliminations more difficult than the first? Why?
2. What is the difference between wants and needs? Which items on the list were wants and which were needs?
3. What are the five basic needs ?
4. How can a want become a need ?
5. Do wants and needs differ for different people? Why or why not?

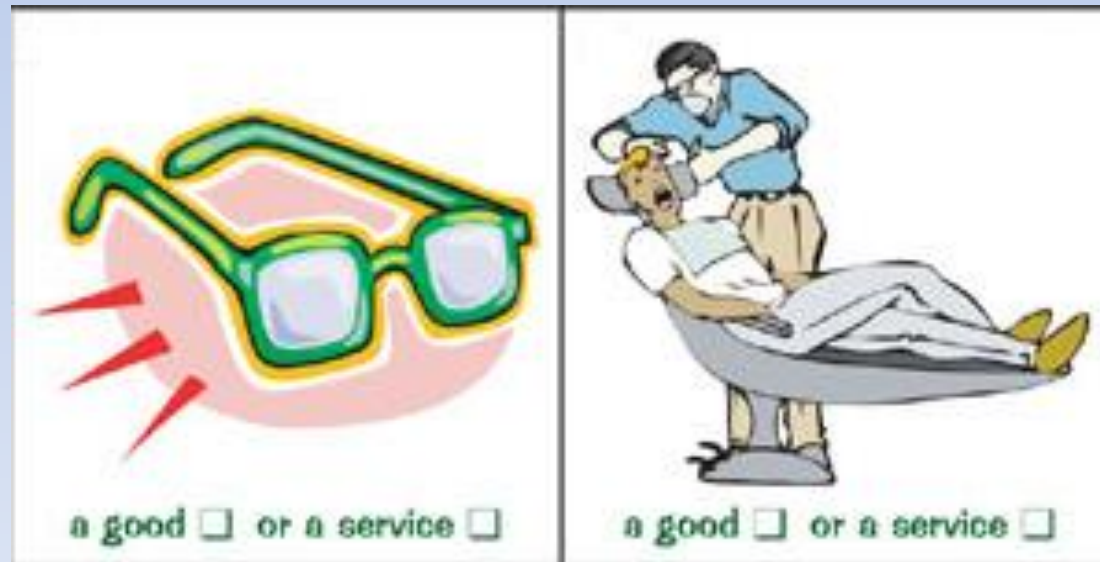
Needs can be
GOODS or SERVICES

Some businesses provide
goods or services.
To make profits they
need to understand their
customers' needs and
wants

The business world isn't all about getting rich – some firms are set up just to make the world a better place

GOODS OR SERVICES ?

.... o SERVIZI ?



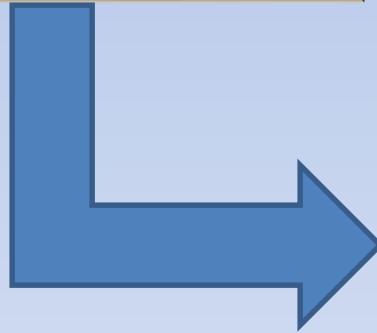
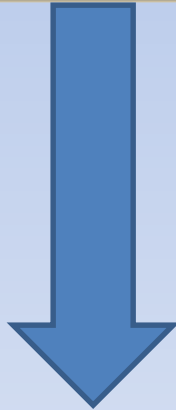
1) Think of some examples of goods and services

2) Give two definitions

There are 2 main types of product on the market

Goods: are physical objects that we can see and touch. they can be divided into two categories.

Services: are non physical products. For example : tourism, education and transport.



1) Non-durable goods:
newspaper, tobacco

2) Durable goods that last much longer:
cars, furniture

Play and practice !

1  a good <input type="checkbox"/> or a service <input type="checkbox"/>	2  a good <input type="checkbox"/> or a service <input type="checkbox"/>	3  a good <input type="checkbox"/> or a service <input type="checkbox"/>
4  a good <input type="checkbox"/> or a service <input type="checkbox"/>	5  a good <input type="checkbox"/> or a service <input type="checkbox"/>	6  a good <input type="checkbox"/> or a service <input type="checkbox"/>
7  a good <input type="checkbox"/> or a service <input type="checkbox"/>	8  a good <input type="checkbox"/> or a service <input type="checkbox"/>	9  a good <input type="checkbox"/> or a service <input type="checkbox"/>
10  a good <input type="checkbox"/> or a service <input type="checkbox"/>	11  a good <input type="checkbox"/> or a service <input type="checkbox"/>	12  a good <input type="checkbox"/> or a service <input type="checkbox"/>

If you Give a Mouse a Cookie

TASK:

1. Watch the video and take notes on what the mouse wanted
2. One thing was a service, what was it ?

[Pre-teach vocabulary](#)



The GOODS the mouse wanted.

cookie, milk, straw, napkin, mirror, scissors, broom, mop,
bucket, little box, pillow, paper, crayons, pen, tape

Goods are things the
mouse could touch
and use.

One thing was a service, what was it ?

A service is
something someone
does for you.

The mouse wanted the boy
to read a story...
This was a service !

Discuss:

- a. What are some goods and services you would like to have?**
- b. Do you have all the goods and services you would like?**

If you Give a Mouse a Cookie: vocabulary

STRAW

NAPKIN

MILK MOUSTACHE

BROOM

TRIM

SCISSORS

TO SWEEP

BUCKET

MOP

FLOOR

NAP

PILLOW

TO DRAW

CRAYON

TO SIGN

TO HANG

SCOTCH –TAPE

If you Give a Mouse a Cookie: vocabulary

STRAW

NAPKIN

MILK MOUSTACHE

BROOM

TRIM = regolata

SCISSORS

TO SWEEP

BUCKET

MOP = mocio

FLOOR

NAP

PILLOW

TO DRAW

CRAYON = pastelli

TO SIGN

TO HANG

SCOTCH -TAPE

Some businesses provide goods or services.

The **Sector** the Business is in
Tells you **what it provides**

TASK :

What processes do the following products would have to go through before going on the market?
Order the 3 different steps

READY MEAL



LOAF OF BREAD



LITRE OF PETROL

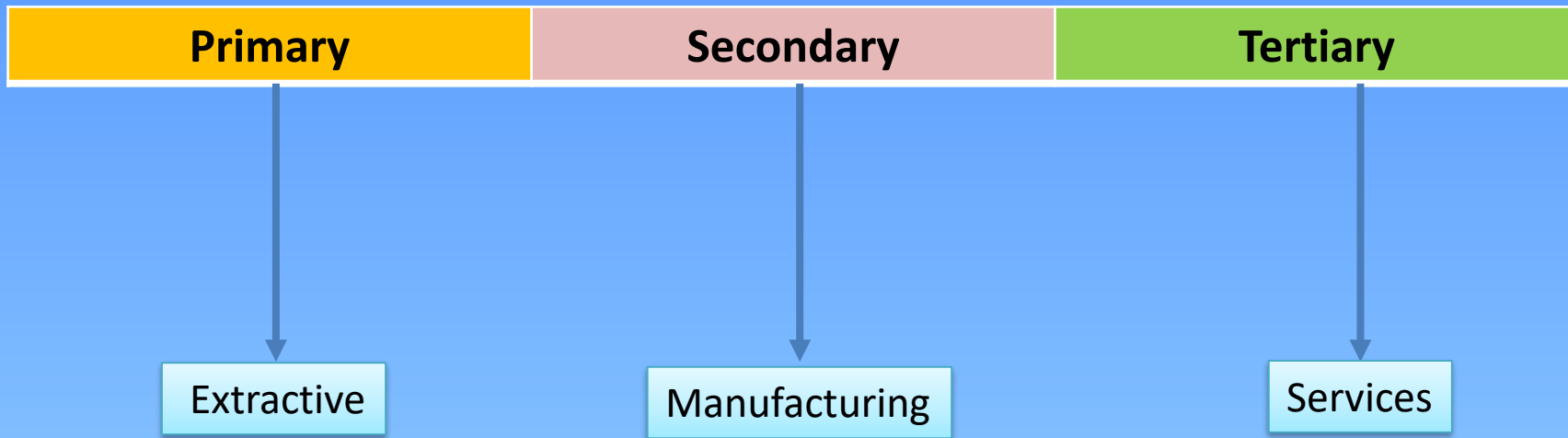


TASK :

What processes do the following products would have to go through before going on the market?
Order the 3 different steps

READY MEAL	LOAF OF BREAD	LITRE OF PETROL
Trawler-men catch fish	Crude oil is extracted from wells under the sea	Farmers grow wheat
Fish becomes a fish pie in a factory	Crude oil is refined and petrol is produced	Wheat is milled into flour and baked into loaves
Product is sold in a supermarket	Tankers carry the fuel to petrol station forecourts	Bread is used by sandwich companies

How are these 3 processes classified in economy ?



TASK : put activities and examples under the right sector

This involves the extraction of raw materials from the earth.

books furniture
cars chocolate

It involves all the services that are provided to businesses and consumers.

This involves turning raw materials into other products

Farming (agriculture), mining (coal, metals, precious stones), quarrying (extracting gravel, stone, etc.), fishing and forestry.

A cleaner A taxi driver A lawyer
A business insurance A hair dresser

TASK : place each of the following in the correct sector

- Banking
- Computer manufacture
- Construction
- Farming
- Fishing
- Mining
- Nursing
- Oil refinery
- Quarrying
- Retailing
- Ship building
- Transport

Primary

Secondary

Tertiary

TASK : match the word with its definition

BRAND	It adds value to a product and make it recognizable
INCREASED	What has happened to the tertiary sector in the UK
CHAIN OF PRODUCTION	The process which sees a product move through the three sectors of industry
OIL REFINERY	An example of secondary sector industry
FARMING	An example of primary sector
QUALITY	Adds value to a product
DECLINED	What has happened to the primary and secondary sectors in the UK
RETAILING	An example of tertiary sector industry

TASK :

In pairs, select a product that you are familiar with (a packet of crisps, mobile phone, a breakfast cereal, a pen ...anything)! Think about:

1. where the product came from,
2. what stages of production it has had,
3. what sort of business activities were involved in its production,
4. the raw materials used in its manufacture,
5. where they came from,
6. what machinery might have been used
7. what services the business concerned would need to have used.

Produce a mind map to show all the processes involved and then report to the class.

See example

CHAIN OF PRODUCTION

(stages of production)



PRIMARY SECTOR

Raw – material extraction and quarrying
(precious stones and metals)



SECONDARY SECTOR (manufacturing)

Machines and expert jewellers
turn materials into fine
and high quality product



FINAL PRODUCT : jewellery

BRAND : PANDORA (added value)

BRANDED PRODUCT : PANDORA BRACELET



CONSUMERS:
Middle class
Women

TERTIARY SECTOR

Distribution company

Retailing

Advertising



**TV ADDS
WEB SITES
BROCHURES**