

**LEARNING BY EAR 2009**  
**Economics – 1st episode**

**SUCCEEDING IN THE BUSINESS WORLD**

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

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**FIRST EPISODE: “Success begins with the desire to succeed”**

**Scene 1: AT GRANMA’S STALL AT THE BIG MARKET**

**Characters:** **John** (16-year-old boy, twin.)  
**Jane** (John’s twin sister.)  
**Farmer** (24-year-old man, pushing cart.)  
**Narrator**

**Scene 2: AT GRANMA’S**

**Characters:** **Ayaba** (19-year-old woman, Granma’s domestic help.)  
**John** (16-year-old boy, twin.)  
**Jane** (John’s twin sister.)  
**Granma** (Twin’s 66-year-old grandmother.)  
**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 are too long***

## Learning by Ear Soundtrack

**NARRATOR:** Hello Learning by Ear friends, and welcome to this new Deutsche Welle series about the subject of economics. It tells “THE STORY OF TWO YOUNG PEOPLE, WHOSE SUCCESS STEMS FROM THEIR POCKET MONEY”. In the course of our ten episodes, we will follow the adventures of John and Jane, who are sixteen-year-old twins. The twins, who have lost their mother, divide their time between their father and their maternal grandmother, Granma. For four years now, John and Jane have helped their grandmother during the holidays on her children’s clothing stall at the big market. They have acquired lots of experience and can manage everything, even if Granma isn’t there. Now, John is on the till and Jane is looking after the customers. This morning, they decide to set up their own business. This first episode is entitled “**Success begins with the desire to succeed**”.

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

### Scene 1. AT GRANMA’S STALL AT THE BIG MARKET

JOHN, JANE, HANDYMAN...

**ATMO:** *At the market. Sellers are chatting and transporters are trying to clear a path. The bells of a trader can be heard. Further away, cars and motorbikes are honking their horns.*

1. **John:** Just do the maths, Jane! We’ve only got 2,800. Two bowls of groundnuts make 2,400,

plus 150 for the charcoal. There will be 250 left. And what about the bags? And let's not forget that we also wanted to do sweet groundnuts. A bowl of sugar costs 600 francs!

2. **Jane:** John, nothing says we have to start with two bowls of groundnuts. We can share a bowl and, if it works, we can move on to two, three, maybe ten bowls. I've got faith.
3. **John:** That's easy to say!
4. **Jane:** What if we drop the sweet groundnuts? Everyone sells sweet groundnuts, whether grilled or boiled. If we want to succeed we have to offer something new. Do you remember Uncle Patrick's wedding?
5. **John:** Yes...
6. **Jane:** Remember the groundnuts they served us?
7. **John:** Er, were they salted?
8. **Jane:** Exactly! And no-one sells salted groundnuts on the street, John. Not only would it be cheaper but it would also be more original.

9.       **John:**                   Yes, you're right Jane! And salted groundnuts go better with beer. Hang on a sec, while I figure out the costs.
10.       **ATMO:**                   sound of calculator keypad
11.       **John:**                   Salt, 250, plus charcoal, 150, make 400, take that away from the 2,800 that we have, and we have got 2,400 left, minus a bowl of groundnuts at the cost of 1,200 and we end up with 1,200 francs...
12.       **Jane:**                   And if we buy half a bowl of groundnuts at 600 and a batch of bags at 300 we'll still have 300 left for the float so we can give the customers their change.
13.       **John:**                   Hang on a second...
14.       **ATMO:**                   calculator keys
15.       **John:**                   600..., plus 300..., plus 300... It works! (*He shouts*) My sister is a genius!
16.       **Jane:**                   Stop it! People are watching us!
17.       **John:**                   (*He laughs*)

Ha! Ha! Ha!

- 18. Jane:** *(Suffocating a laugh.)*  
You're crazy! *(She turns to the customers)*  
Hello, Madam! Have a look at this beautiful little dress...
- 19. John:** Do you think Granma will let us?
- 20. Jane:** The main thing is that she lets us have our holidays. We'll do it without her permission if need be. We can't always go to her for money, can we?
- 21. John:** That's true...
- 22. Jane:** *(To the customers)*  
Sir, we've got very nice children's clothing...  
Everything has to go! Children's clothes,  
Madam! Look at this skirt, it's not expensive...
- 23. ATMO:** *Squeaking of a cart trying to get through.*
- 24. Farmer:** Come on, come on! Make way now, make way!
- 25. Jane:** Hey, don't knock our stall over, Sir!

**26. Farmer:** Each man for himself right! Don't get on my nerves this morning! Get of the way, make way now!

**27. John:** One day, there's going to be an accident here. With their rusty carts you have to make sure you don't get tetanus.

**NARRATOR:** This is how our twins decide to set up their own business. A little later in the afternoon, John and Jane go to see their grandmother to bring her up to date about the day's takings...

## Scene 2. AT GRANMA'S

AYABA, JOHN, JANE AND GRANMA

**28. ATMO:** *The bell rings. A dog barks. Ayaba can be heard coming to open the gate.*

**29. Ayaba:** *(To the dog)*  
Quiet Robbie! Who is it?

**30. Jane:** It's the police! Open the door!

**31. Ayaba:** It's Jane!

**32. ATMO:** *Squeaking of the iron gate opening*

- 33. Ayaba:** Welcome Jane, welcome! And John too, hello!
- 34. John and Jane:** Thank you Ayaba. How are you?
- 35. Ayaba:** Fine. Your grandmother is in the kitchen.
- 36. ATMO:** *Loud noise of gate shutting. Excited dog wants to play with them.*
- 37. John:** Robbie! Go ahead of us! Come on, catch!
- 38. ATMO:** *Sound of something being deep-fried gets louder as they get closer to the kitchen.*
- 39. Jane:** Hello Granma!
- 40. John:** Hello Granma!
- 41. Granma:** Have my guardian angels arrived?
- 42. Jane and John:** Yes, Granma...
- 43. Granma:** I abandoned you today, didn't I?
- 44. Jane:** But everything worked out fine despite that...
- 45. Granma:** I never doubted it. Is your father Ok?

46. **Jane:** Yes...
47. **John:** And guess what Granma? ... We passed our exams!
48. **Granma:** Really? Tell the truth!
49. **Jane:** Yes, we did! We passed our exams!
50. **Granma:** Aaahhhh!!! My angels! Let me kiss you both!  
(*She hugs them*)  
Oh! What joy! Whatever happens, you will succeed, my children, even if people don't want you to. Aaahhh!
51. **Jane:** (*Very happy*)  
Granma, will you let us off for the rest of the holidays?
52. **Granma:** And what do you want to do all alone at home?
53. **Jane:** We've come up with a plan to sell salted groundnuts on the beach and in the bars.
54. **Granma:** Salted groundnuts. Wouldn't it be easier if I just paid you for your work at the market?
55. **John:** No, Granma, that's not what we want...

- 56. Jane:** You have taught us lots of things and we want to set up our own little business, just during the holidays. Otherwise we'll never grow up...
- 57. Granma:** Yes, that's true, but tell me why you want to go to the beach and the bars?
- 58. Jane:** Well, we decided that John would go to the beach because there are lots of people there on holiday. And I'm going to set up on the main street and go into the bars. You know, people like munching on something when they're on the beach or when they're drinking.
- 59. Granma:** It's a good idea... but I would be happier about it if you stayed together.
- 60. John:** Don't worry, Granma, we'll be careful. We'll meet up again at 3 p.m. at the latest and come round to you and then go straight home.
- 61. Granma:** OK, I'll try not to worry. Remind me again of the rules of good business!
- 62. Jane:** One: to smile and say hello to the customer.

- 63. John:** Two: to offer the goods to the customer and sing its praises.
- 64. Jane:** Three: to say thank you whilst taking the money and to say thank you again when giving change to the customer.
- 65. John:** Four: never to spend without good reason.
- 66. Jane:** Five: to take oneself seriously to gain the customer's trust.
- 67. Granma:** Yes, that's right! But tell me you didn't say where you'd get your float from...
- 68. John:** We've already saved up 2,800.
- 69. Jane:** That will do for a start.
- 70. Granma:** Humm... You seem to have your minds set on this business venture, if I understand you correctly?
- 71. Jane:** (*Very happy, acting like a grand lady*)  
Yes, we have! We're the new business stars of the town!

72. **ATMO:** *Everyone bursts out laughing. The dog starts barking again...*
73. **Granma:** Here take this, it's a thousand for an even better start...
74. **John and Jane:** (*They shout*)  
Aaahhh! Granma! Granma! Grandma!
75. **Granma:** Oh, and before I forget, when are you going to abandon me?
76. **John:** Er maybe er ... next week?
77. **Jane:** Yes, next week...
78. **Granma:** In the meantime, then, let's drink to your success. Ayaba, go and get some glasses. We are going to have a little celebration.
79. **ATMO:** *John, Jane and Ayaba laugh with joy...*

## OUTRO

**NARRATOR:** And this brings us to the end of the first episode of our Learning by Ear series about the subject of economics. By choosing an item that is not often sold or marketed and thinking about places where people are likely to

want to consume it, John and Jane have done what is called, in business jargon, a **area analysis**. They have also done a **risk analysis** by agreeing to restrict where they are going and by deciding to finish up early. 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).

80. **Dictionary Voice:** John and Jane have got an idea for an original project. They find a **niche**, a gap on the market so to speak, that they can fill with a new product that no one else is selling yet. But to set up their small business, our two heroes need some **start-up capital** -- money they can invest in their project. Their aim is to get money into the till, which is also known as **generating income**. But all business people have **expenses**: they have to buy raw materials, pay the rent for their market stall or shop, as well as the electricity bill and taxes. They also have to pay their employees. The

money left after all the expenses have been covered is the **profit**. John and Jane will have to learn how to manage their **budget**, i.e. how to balance their takings and their expenses so they really end up making some money.

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

**NARRATOR:** Will John and Jane's project be a success? To find out, don't forget to listen to the next episodes. 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 d e slash l b e](http://dwdashworld.de/lbe)  
Bye for now and please don't forget to tune in next time!

**Music to be turned up**

END