

EPISODE 9 “BUSINESS GROWTH”

SCRIPT WRITER **Njoki Muhoho**
EDITOR **Jan-Philipp Scholz**

CHARACTERS

ANNOUNCER Male Adult
ZAPCOM A 23-year-old computer geek, by village standards.
GEORGE 20 years old. Waits tables at his Uncle Kilu’s restaurant.
UNCLE KILU 55 years old. George’s uncle, owner of KULA TU FOODS.
MUMBI 22 years old, Zapcom’s cousin and social worker. Female.
AUNTIE BONGI 38-year-old ICT Manager in the big city and Zapcom’s favourite Auntie
CUSTOMER Young man.

INTRO

1. MUSIC: THEME MUSIC

2. ANNOUNCER HELLO AND WELCOME TO ANOTHER EPISODE OF THE ‘LEARNING BY EAR’ SERIES ABOUT NEW MEDIA. THIS IS EPISODE 9, IT IS ENTITLED ‘BUSINESS GROWTH’

IN THE LAST EPISODE, THE YOUNG PEOPLE DOWNLOADED PORNOGRAPHIC MATERIAL AND UNCLE KILU GOT VERY UPSET. INDEED, HE THREW THEM AND THEIR BUSINESS OUT OF THE KULA TU FOODS PREMISES AND ONLY ALLOWED THEM BACK WHEN HIS CUSTOMER, THE LOCAL MANAGER OF THE NATIONAL TELCOMMUNICATIONS COMPANY; INTERVENED. A CODE OF CONDUCT WAS AGREED ON.

BUT NOW THEY ARE FACED WITH THE CHALLENGE OF BUSINESS GROWTH AND INNOVATIVE NEW MEDIA SERVICES? WILL THEY MANAGE? LET’S LISTEN ON...

SCENE 1: KULA TU FOODS – INTERNET CAFÉ

3. A-SFX: COMPUTER KEYBOARDS AND MUMURING OF A BUSY INTERNET CAFÉ.

4. ANNOUNCER AT KULA TU FOODS INTERNET CAFÉ, ALL THE COMPUTERS ARE OCCUPIED, AND MANY CUSTOMERS ARE LINED UP WAITING. ZAPCOM AND GEORGE ARE EXHAUSTED TO THE BONE. THEY HAVE BEEN WORKING LONG SHIFTS, SERVING LARGE NUMBER OF CUSTOMERS.

5. ZAPCOM **(EXHAUSTED)** George, I don't think we can go on like this. We both have been working such long hours, seven days a week.

6. GEORGE Zap, I know what you mean. Uncle thinks I have neglected my table serving duties. How am I expected to perform at both Kula Tu Foods restaurant and Kula Tu Foods Internet Café? I can't be in two places at the same time. Well, you know what I mean.

- 7. UNCLE KILU (SHOUTING FROM FAR)** George, how long do you expect customers to wait for you?
- 8. GEORGE (FRUSTRATED)** Coming Uncle.
- 9. CUSTOMER** Hey there, Zapcom ... are we going to get access to any computer today? We have been waiting for 25 minutes? I think you should impose some kind of time limit on the use of computers...
- 10. GEORGE (LOUD WHISPER)** ... Zapcom, I can't take this anymore.... (LITTLE PAUSE, THEN **EXCITED**). Heeey, is that you Mumbi? Mumbi! Are we glad to see you... just the person we need.
- 11. MUMBI** Hi Zap, hi George. Why do you both look half dead?
- 12. ZAPCOM/GEORGE** Because we are!
- 13. CUSTOMER** Hey... is anyone listening to us. We want computers!
- 14. UNCLE KILU** George do I have to come and drag you away from there?

- 15. ZAPCOM** **(RESIGNED)** Mumbi, welcome to the new face of Kula Tu Foods Internet Café.
- 16. GEROGE** **(RUSHING)** Can you two try and find a solution while I attend to the restaurant customers?
- 17. MUMBI** Zap, I think it is time for business expansion.
- 18. ZAPCOM** Business expansion?? We can't even cope with this and you want us to expand?
- 19. MUMBI** Well, it depends on how you look at it. I've been thinking about innovative New Media services that will ease this congestion, some physical expansion and ... well ... more business.
- 20. UNCLE KILU** **(ANGRY AND YELLING)** George, you are not too old for me to pull you by the ears! Go serve the customers. You can't keep them hanging around there like bananas waiting to ripen!!

21. MUMBI **(RESIGNING)** May I invite everyone to my office for a chat on the Kula Tu Foods Internet Café business growth and expansion plans. It looks like you all need a break from this place, even if it is just to get a clear head.

SCENE TWO: MUMBI’S OFFICE

22. ANNOUNCER INDEED, THEY NEED SOME TIME AND PLACE TO DEVELOP A STRATEGY. THEY NEED TO CONSIDER WHAT OTHER NEW MEDIA SERVICES ARE AVAILABLE THAT COULD SOLVE THEIR CURRENT PROBLEMS AND ALSO PROVIDE THEM WITH MORE BUSINESS.

23. MUMBI Thank you all for coming. I have asked my colleagues not to interrupt us for some time so we can thrash out this issue.

24. UNCLE KILU My daughter... this is a nice office. Feels good to be away from our busy business. But we must hurry. We must get back there soon.

- 25. MUMBI** **(AUTHORITATIVELY)**. Look at this plan.
(PAPER SHUFFLING). We should open several smaller branches and encourage our customers to communicate with each other. We should extend to nearby village towns within the district.
- 26. ZAPCOM** Mumbi, that is radical. But go on, I am listening.
- 27. MUMBI** I propose we invest in more computers, but to put them at different locations in the district. Then, we teach our customers how to use chat rooms and social network websites.
- 28. UNCLE KILU** Mumbi my daughter, I am now lost... when you get around to talking about food; making it and serving it at the internet cafes, then I will say something.
- 29. MUMBI** Zap, you worry me, you are too quiet.
- 30. ZAPCOM** I’m thinking, cousin Mumbi, thinking...I believe you have an excellent idea.... **(PAUSE)** yahoo chat, facebook, Hi5 and whatever else is in the market..... I am getting to like this more and more...

- 31. UNCLE KILU** Can I serve my food?
- 32. GEORGE** **(IMPATIENT)** Uncle, not yet... but you will...
- 33. MUMBI** Zap, I believe you're getting my idea. Then, for every place we rent, Uncle Kilu can open another Kula Tu Foods. That way, we can fund our business by selling both services.
- 34. ZAPCOM** Mumbi, we need a business plan.
- 35. GEORGE** Where do we get one?
- 36. MUMBI** I will download a free template from the internet, fill it out as much as possible then we can discuss it later.
- 37. UNCLE** Young lady, it seems you have been eating my goat soup as well. Talk of soup, can we get back to work now?

38. ANNOUNCER THEY FILE OUT OF HER OFFICE, ALL IN DEEP THOUGHT. THEY REALISE THEY HAVE TO LEARN A LOT MORE ABOUT THE LATEST DEVELOPMENTS IN NEW MEDIA SERVICES SO THAT THEY CAN OFFER IT IN THE NEW BRANCHES, LIKE LINKING FRIENDS, RELATIVES AND EVEN STUDENTS ON HOLIDAY. THEY HAVE A LOT OF WORK AHEAD OF THEM.

MUSIC: BRIDGE MUSIC

SCENE THREE: KULA TU FOODS INTERNET CAFÉ

39. ANNOUNCER NOW, THE BUSINESS PLAN HAS TO BE TURNED INTO A REALITY. ZAPCOM AND MUMBI HAVE BEEN STUDYING AND DISCUSSING IT WHILE GEORGE SERVES AT THE TABLES AND OMWA ATTENDS TO THE INTERNET CUSTOMERS.

40. ZAPCOM I am so worried that the new people we recruit will not have enough knowledge and skills to guide and train our customers on how to optimise the new media services.

- 41. MUMBI** You are right, Zapcom. We are short of skills and knowledge but we can't be everywhere.
- 42. ZAPCOM** **(LIGHT BULB MOMENT)** I know just who can help. Let me call her.
- 43. B:SFX: PHONE KEY BOARD PUNCHING AND A LONG DELAY. ECHO OF A DISTANCE CALL.**
- 44. ZAPCOM** Auntie Bongi? Hi... hi there... can you hear me... there is such an echo... and.. and... delay, where are you?
- 45. AUNTIE BONGI** Good evening Zapcom? How is home?
- 46. ZAPCOM** Good morning Auntie, why are you wishing me a good evening?
- 47. AUNTIE BONGI** Oh, it's evening here. I am in America.
- 48. ZAPCOM** **(CONFUSED)**... How... how come I just dialled your normal local mobile phone number..... Shouldn't you be using an American one.

- 49. AUNTIE BONGI** Silly Boy, my telephone number is a roaming one.
- 50. ZAPCOM** I just need a quick word. Let me put you on speaker phone. Mumbi and... (**A GRUNT FROM GEORGE WHO HAS JUST ARRIVED**)
..George are here with me.
- 51. C: SFX-CRACKING AS HE PUTS ON THE SPEAKER. VOLUME INCREASES**
- 52. MUMBI** Auntie...we need your help. We need to train more people to assist us run a series of cafés.
- 53. AUNTIE BONGI** Well, you do not have to reinvent the wheel. Check around for University students on holiday. They use computers often and could do with a little extra income during the holidays. Also if you offer access to computers for free it will be an attraction for them..... you can negotiate.
- 54. MUMBI** Brilliant idea.

- 55. AUNTI BONGI** Unfortunately, I have to go now, they are waiting for me. Join me at my Facebook account. I will send you an invitation and you will be able to get a lot of information on training modules that I have been exchanging with colleagues from our branches all over the world. I really have to rush now. Sorry.
- 56. ZAPCOM** **(INTERRUPTS)** Auntie... please bring me a....
- 57. AUNTIE BONGI (AMUSED)** Goodbye Zap..... Mumbi and George. Bye bye. **(CLICK)**
- 58. Mumbi/Zapcom** WOW!
- 59. GEORGE** What is Facebook?
- 60. ZAPCOM** George, Facebook is a free social networking internet service. Users can organize themselves by individual groups that may include friends, schools, a specific region or city, or whatever else is there. They add their personal profiles and share it with other members. They can share anything and everything and can update their information whenever they want.

61. GEORGE Why would I want everyone to know about me? And does everyone else want to know about me?

62. ZAPCOM Well, good question! You can and should decide whom you want to converse with and on what. You should really think about these privacy issues. You can invite people to join your Facebook account and you also get invited by others. It's your choice. There are also many other digital social networks such as Hi5...

MUSIC: BRIDGE MUSIC

SCENE FOUR: KULA TU FOODS INTERNET CAFÉ

63. D-SFX: COMPUTER KEYBOARDS AND MUMURING OF A BUSY INTERNET CAFÉ.

64. ZAPCOM **(RAPID TYPING)** When is the university taking a break?..... **(READING)** next month. Why do you ask?

65. ZAPCOM **(RAPID TYPING)** Because I might have a small job for you. **(PAUSE)** What sort of job?

- 66. UNCLE KILU (LOUD WHISPER)** What is Zapu up to? He types, stops, talks to the computer, then hits the computer keyboard hard.... I hope all this pressure is not making him go mad...
- 67. UNCLE KILU** Zapu, are you talking to a machine?
- 68. ZAPCOM (DISTRACTED AND TYPING AWAY)** No Uncle, I am talking with Eric. You remember him? The son of Alice who is at the big City University.
- 69. UNCLE KILU** No, Zapu, you are talking to a computer. I see no Eric.
- 70. ZAPCOM** He is right here!
- 71. UNCLE KILU (EXCLAIMS)** Asalalale... the boy has gone mad. Zapu, I see no Eric in front of you.
- 72. ZAPCOM (STILL ENGROSSED)**... see, don't you see someone typing? He is having a conversation with me?
- 73. UNCLE KILU (ASTONISHED)** That is him? His words? Greet him for me. Tell him I am here.

- 74. ZAPCOM** **(RAPID TYPING)** Eric.... Uncle Kilu is here with me..... remember him, George’s Uncle? Big hallo from him **(PAUSE)**
- 75. ZAPCOM** See, he is now typing back. Let me read it for you “How are you, Uncle Kilu, are you still serving your tasty goat soup?”
- 76. UNCLE KILU** **(OVERWHELMED)** You mean, you talk with ... with your fingers... Ha ha! Zapu, what are you waiting for.. ask him when he will come to eat the soup.. do it quick.. type.
- 77. ANNOUNCER** INDEED, THERE IS ALWAYS SOMETHING NEW TO LEARN. THE MORE ADVANTAGES THE TEAM TAKES OF THE NEW DEVELOPMENTS, THE BETTER ARE THEIR BUSINESS PROSPECTS. BUT HOW MUCH FURTHER CAN THEY GO? FIND OUT BY TUNING IN TO OUR NEXT EPISODE AND LISTEN HOW THE STORY CONTINUES. YOU CAN ALSO VISIT OUR WEBSITE AT www.dw-world.de/lbe FOR MORE INFORMATION ON LEARNING BY EAR PROGRAMMES. DON’T FORGET TO SEND US YOUR COMMENTS AS WELL. UNTIL NEXT TIME – GOOD BYE.