



SUBJECT AND GRADE	Consumer Studies - Grade 10	
TERM 4	Entrepreneurship: Week 1	
TOPIC	Choice of items for small-scale production - Factors influencing the choice of items for small scale production.	
AIMS OF LESSON	You should be able to know and understand: • The cultural, socio- economic conditions and preferences of the target group. • The human, material and environmental resources available to the entrepreneur.	
RESOURCES	<i>Paper based resources</i>	<i>Digital resources</i>
	• Textbooks (Oxford, Focus, Answer Series) and the activities in each section. • Worksheets and its memorandums.	• PowerPoint slide show • YouTube videos.
INTRODUCTION	- In the previous lessons we learnt about the being an entrepreneur, the characteristics of entrepreneurs, the reasons they fail and the importance of entrepreneurship for the South African economy. We also looked at the aspects around the production and costing of products or items. - This chapter focuses on the factors an entrepreneur should consider when selecting a product and when planning for small scale production. - When choosing a product to sell or make the entrepreneur must look at the culture, socioeconomic conditions and preferences of the target group as well as the human, material and environmental resources available to him/her.	

CONCEPTS & SKILLS	Choice of items for small-scale production The following factors influence the choice of items entrepreneurs make for small scale production. Culture - Take note of the tastes and flavours of the food habits of your market as well as their likes and dislikes. - Consider their religious and cultural beliefs. - Consider their dress codes among cultural groups, the typical designs, symbols, colours and textures used as a basis for developing new patterns and styles. Socio-economic conditions - These are the social and economic traits and behaviours of a target market. - People who earn more money, can spend and afford to buy the more expensive foods and clothes. Preferences of the target group - The appearance, taste, colour and texture of the food must appeal to the target market. - Entrepreneurs should determine how trend and brand conscious your target market is and select clothing items according to their preferences. Resources available to the entrepreneur - The entrepreneur should also check the human, material and environmental resources at her/his disposal. - Human resources include; knowledge, skills, time, energy and creativity of the entrepreneur in producing food and clothing items that will capture and satisfy the attention of the potential market.	Can you answer the following questions? • Explain the term target market. • Discuss why it is important for an entrepreneur to choose a suitable product or service for his / her business to sell. • List the factors that influence the choice of items for small scale production. • Explain how culture and socio- economic conditions impact on the delivery of food products and clothing items for Jewish, Muslim and African clients. • Explain how an entrepreneur's human resources influence his/her choice for a product or item to sell.
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