

Entrepreneurship First Year

Module 4 At Your Service



What this module is about

Hello, my dear student, its nice to be with you again! I hope you “gain something out of nothing”. Today, you will have another module entitled “At your Service.” Hence, we shall talk about the different services which utilize human resources. Various types and related activities will likewise be discussed.



What you are expected to learn

At the end of the module, you are expected to have developed the following abilities:

1. describe service as an entrepreneurial activity;
2. enumerate activities related to a service business;
3. explain the attributes of activities related to a service type of business that promotes its successful operation;
4. discuss the specific types of services which can be offered to the community; and
5. recognize the importance of the service business to the community.



How to learn from this module

You are expected to follow the instructions in this module. You will also perform tasks such as answering the pretest and posttest, performing activities and tasks that would show if you are acquiring knowledge and skills and improving attitudes as go you along with the lessons.

Are you ready to take the pretest now? Answer the sample questions honestly. This test is administered to determine your pre-entry knowledge of the new lesson. If you have any difficulty in doing the desired tasks, feel free to consult a family member, friend or teacher to help you.



PRETEST

Directions: Write only the letter of the correct answer in your answer notebook.

1. Tony ate in a restaurant and left immediately. Unknowingly, he left his wallet on the table. He went back and the manager returned it to him. What particular value is evident in the situation?
 - a. trustworthiness
 - b. frugality
 - c. honesty
 - d. perseverance

2. Angelo is the manager of a big fast food chain in Cubao. He always emphasizes to his employees that the comfort and satisfaction of their customers are their primary concern. This means that their service business has –
 - a. personal preference
 - b. personal touch
 - c. personal trust
 - d. personal accomplishment

3. Which of the following offers a wide range of opportunities?
 - a. manufacturing business
 - b. medium-scale business
 - c. service business
 - d. small-scale business

4. Ellen is planning to put up a dry cleaning business. What do you think are the related activities of the business?
 - a. washing and ironing
 - b. washing and delivery
 - c. collecting and distributing
 - d. selling and advertising

5. Which of the following refers to activities an individual performs for other people for which he / she is paid?
 - a. work
 - b. service
 - c. complement
 - d. accomplishment

6. Which of the following attributes best describes an entrepreneur engaged in a service business?
 - a. *Isang Gunting, Isang Suklay*

- b. *Sipag at Tiyaga*
 - c. Earn while you learn
 - d. All of these
7. In the case of “earn while you learn,” what does a student receive while developing the value?
- a. grades
 - b. gratitude
 - c. income
 - d. all of these
8. What service business responds to the basic need of people for survival?
- a. food service
 - b. repair shop
 - c. janitorial service
 - d. beauty culture
9. Missy wants to put up a service business. What factors should she consider?
- a. needs and problems
 - b. mastery of service
 - c. availability of raw materials
 - d. opportunity for expansion
10. Service business should be recognized in the community because it_____.
- a. creates employment opportunities and is a source of revenue
 - b. utilizes human resources and interests
 - c. responds to needs of people
 - d. a and b only

Lesson 1

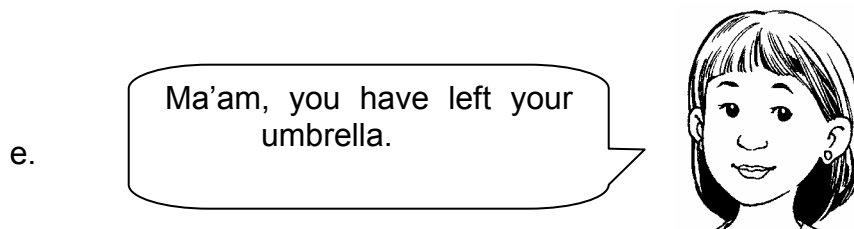
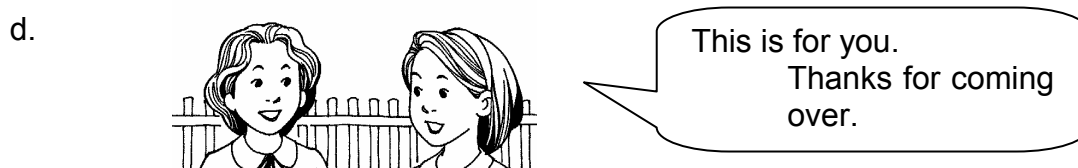
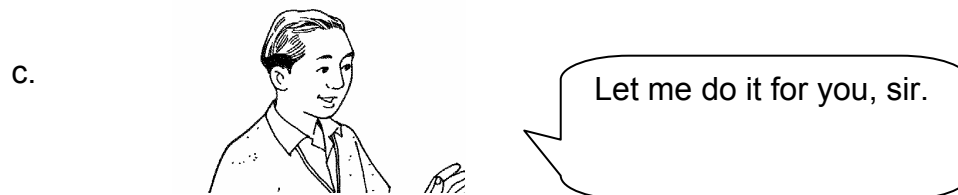
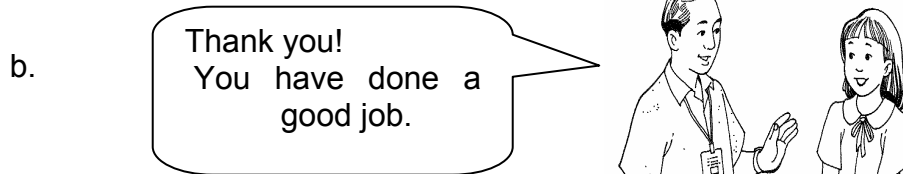
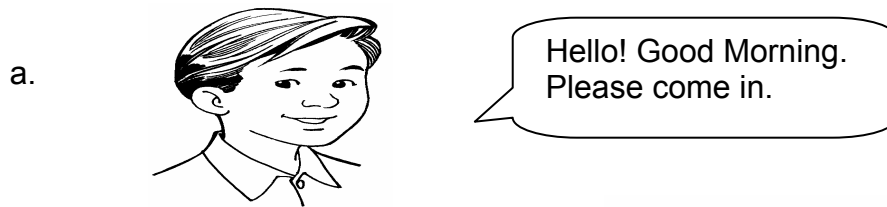
Service as an Entrepreneurial Activity

There are two ways of having ones own business. Either you produce a product out of available resources or render service for which you will be paid.

In this lesson, you will learn different entrepreneurial services. Let’s start from the good traits expected of an individual or an entrepreneur who renders services.

Activity 1

Study the conversations that you usually hear. Perhaps, some of these are your usual compliment for a favor from someone. Write the compliments uttered by some of the personalities below. Reflect your answers in your assignment notebook.



Very good! The values conveyed through appropriate compliments are courtesy, satisfaction, helpfulness, sense of gratitude, and honesty.

In that simple activity, did you notice that a service business believes in and always serves with a “personal touch?” Service must be satisfactory to clients and customers. You have to “win” them for them to continue patronizing your business.

Activity 2

Observation and experiences in different situations.

A. List down your observations and experiences in a fast food center:

1. _____
2. _____
3. _____
4. _____
5. _____

B. How customers are served in a fast food center?

- 1.
- 2.
- 3.
- 4.
- 5.

C. List down the good traits of a service business which have become its trademark or identity:

- 1.
- 2.
- 3.
- 4.
- 5.

 Self-check:

Write **T** if the statement is true; **F** if it is false. Write your answer in your answer notebook.

- _____ 1. Service business is with or without a personal touch as long as you serve your clients.
- _____ 2. Every customer should be assured of comfort and satisfaction.
- _____ 3. In service business, service is used very fast and is needed all the time.
- _____ 4. Helpfulness, honesty, efficiency, trustworthiness are expected of the staff and crew in the operation of service business.
- _____ 5. In whatever type of service business, excellent service is the best way of advertising the business.

Thank you. You may proceed to the next lesson if you got the correct answers in all of the items. If not, go over and work out the missed items before proceeding to the next lesson.

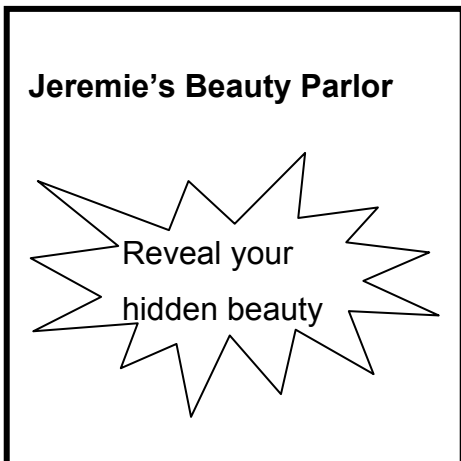
Lesson 2

Activities Related to a Service Business

A lot of fun is enjoyed from pursuing activities that ensure your accomplishment as well. Activities involved in in-service industries differ according to the nature of the service offered. The service industry offers a wide range of opportunities through which one's potential in business may be developed.

In this lesson, you will discuss various activities that relate to the service business.

An example is a Beauty Parlor.



Question:

1. What related activities are done in the operation of a beauty parlor?
 - a.
 - b.
 - c.
 - d.
 - e.

You got it right!. Manicuring, pedicuring, hairstyling, haircutting, and hair dying are related activities in a beauty parlor. However, in the parlor business, you may offer additional services such as body massage or rental of communication facilities if you want to earn more.

Activity 3

Below are various kinds of the business in Marilao, Bulacan. Identify the service business and its related activities.

	Business	Related Activities:
1.	Mr. Quickie, the Shoe Doctor _____	1. 2. 3.
2.	Lina's Delicacies .. Taste and Bite It! _____	1. 2. 3.

3. Linda's Apparel Fits and Beautifies _____ 1.
 _____ 2.
 _____ 3.
4. Scissors and Comb _____ 1.
 Welcome _____ 2.
 _____ 3.
5. Teresa's Arts _____ 1.
 Sign _____ 2.
 _____ 3.



Self-check:

Match Column A with Column B.

- | Column A | Column B |
|----------------------------|-----------------|
| 1. Art service | a. Cleaning |
| 2. Janitorial service | b. Tire repair |
| 3. Vulcanizing service | c. Parts repair |
| 4. Tailoring service | d. Home repair |
| 5. Electrical shop service | e. Gardening |
| | f. Advertising |

Have you identified the various activities that relate to the types of service business listed above? Try it is very easy.

Lesson 3

Attributes of Activities Related to a Business Service Type

Operating a business requires a variety of skills. You need dedication to become familiar with the services your business renders. How a business grows and eventually becomes successful varies. It has its own attributes that help promote its operation.

This lesson explains the attributes of the activities that relate to a service type of business. Are you now familiar with the following?

Earn while you learn!

This is learning and at the same time earning. A typical example is manicuring and pedicuring. At the start, a student receives some amount as a token of gratitude

for service rendered. Later on, service becomes his/her source of income.

Isang Suklay,
Isang Gunting

This is the famous byword of Mr. Ricky Reyes. He wants the public to know that he started his business from these two simple tools in hairstyling.

Today, many Ricky Reyes Salons are operating in the country.

Have you thought of the value of the attributes which relate to a service business? These are expected to eventually promote the business itself. To widen your perspective on this, think of the successful entrepreneurs who ventured to a similar type of service business. Sen. Manny Villar is the Manager of the National Book Store, D' Swan Catering Service, John Roberts Powers Career Centre and other business enterprises.

Activity 4

Business From You

Below are some attributes that may help promote a service business. Study and point out the learning areas to which these attributes belong. Try to create a "Welcome Port". The learning areas will serve as the foundation.

Welcome

Boundary

Industrial Arts

Agriculture and Fisheries

Boundary

Needle and Thread

Little Paradise

Speed ball and Paper

Mariposa

Isang Sandok
Isang Kawali

Home Economics

Table and Table Cloth

Unica Hija

Entrepreneurship

Agriculture and Fisheries	WELCOME	Home Economics

 Self-check:

Directions: Fill each blank with the correct answer. Write your answers in your assignment notebook.

- _____ 1. In the “*sipag at tiyaga*” service of Senator Manny Villar, the value being emphasized is _____.
- _____ 2. “*Isang Gunting, Isang Suklay*,” a byword of Mr. Ricky Reyes, tells that an entrepreneur can _____.
- _____ 3. A future entrepreneur should study the different _____ of the service type business to avail of a wider perspective in running the business.
- _____ 4. The “earn while you learn” saying implies that students can learn and _____ at the same time.
- _____ 5. The selling point of a certain service business is one’s _____.

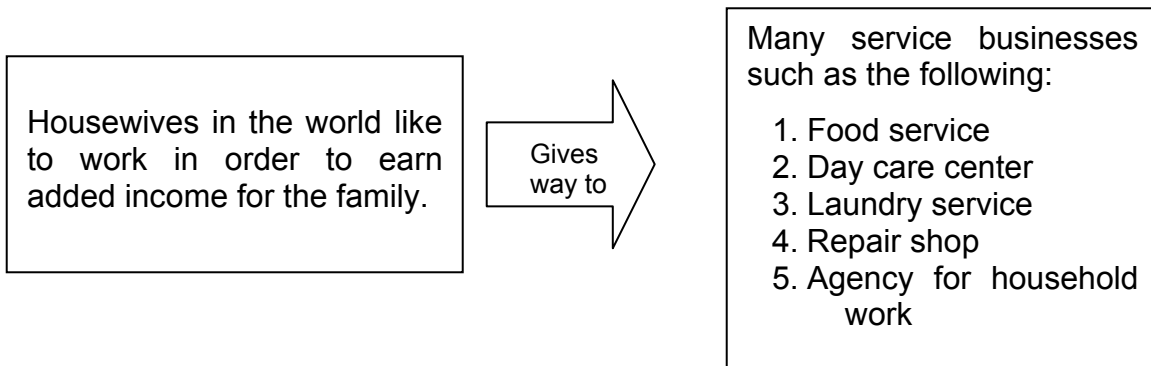
Activity 5



1. Describe or tell something about the situations above:
 - a.
 - b.
 - c.
 - d.
 - e.

2. What specific service business opportunity could you think of from given situations?
 - a.
 - b.
 - c.
 - d.
 - e.

If you have answered the questions, reflect on this:



Lesson 4

Types of Services Which Can be Offered to the Community

The ultimate aim of why people go into business is profit. If this is your reason, it indicates that you have the potential of becoming a future entrepreneur. Hence, the service business to be offered to the community should not be only profitable. The entrepreneur should also consider the potentials of available human resources. The business responds to the needs of the people, solves their problems, and at the same time, contributes something to the development of the community.

In a service type of business, one should remember that:

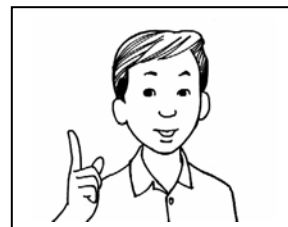
Efficient service business does not need to be advertised because satisfied customers do the advertisement themselves. Hence, render excellent service for the satisfaction of every customer!

Now, analyze the illustrations below:

Who will clean the room?



Who will fix the faucet?



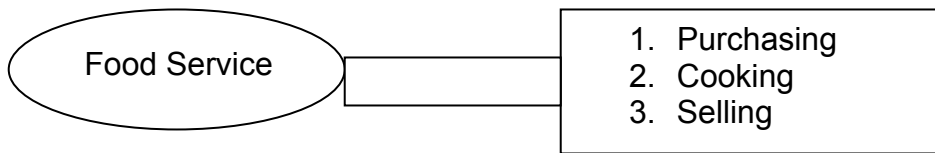
Where shall we eat?



Who will take care of me?



Which do you think is the most common service business? You are right! Food service! Let's continue discussing activities that relate to this type of business.



Guide Questions:

Answers

- | | |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 1. What do you think is the most ideal start-up capital? | a. Well, if you have P 300.00 or P 500.00, you can try. |
| 2. What about the target market? | b. You have a wide range of markets because everybody wants to taste recipes and menus which are not usually prepared/served at home. |
| 3. How are you going to prepare the food to be served/offered? | c. You must prepare the food deliciously. The taste and the recipe should be acceptable to the discriminating tastes of customers. |
| 4. How do you serve the customers? | d. Service should be coupled with a little personal touch. Customers are given a sense of importance by being courteous to them. |

With the sample information given to you, can you now ask yourself if you are ready to venture into a service business? There are a lot of choices to select from.

Activity 6

Most parents in *Barrio Masipag* work in factories. They have little time to teach or attend to the needs of their children, particularly on their assignments and other learning tasks.

Tasks to perform:

1. Identify the issue or concern implied in the situation.
2. Think of a specific service type of business to address this concern.
3. Identify the target clients.
4. Compute for a viable starting capital.
5. Decide on a “business slogan” that will call the customers’ attention to the type of business you are offering them.
6. Think of at least five problems that can be solved by the type of service you intend to put up.

Have you answered all the questions? If you did, just continue and work out the self-check



Self-check:

Directions: Write true if the statement is correct, and write the correct answer if the statement is false.

- _____ 1. Profit and service are the main reasons why people go into business.
- _____ 2. Efficient service business need not be advertised because satisfied customers do it themselves.
- _____ 3. The needs of the people are important to consider in establishing a service industry.
- _____ 4. In a service industry, the most important aspect is accomplishment.
- _____ 5. A personal touch is needed in the service business.

If you missed answering some of the items correctly, don’t feel upset. Just go over and study the items which you found difficult. You may proceed to the next lesson.

Lesson 5

Importance of a Service Business to the community

Statistics shows that since 1990, many entrepreneurs have been going into service business. This business relieves individuals from the burden of doing things they are supposed to do. It responds to the question of “Who will do this for me?”

Today, service business is at its peak. This is proven by the success of food chains such as Jollibee, beauty parlors like Ricky Reyes Salon, janitorial services, promotional services and other services that address the concerns and problems of people.

In this lesson, you will see the importance of service business in the community. Why do you think these types of business should be recognized?

Think of these factors:

The needs of individuals.

The needs of families.

Overpopulation

From the above instances, try answering the following questions:

1. How does the service business capitalize on the needs, problems, skills, and talents of individuals?
2. Cite instances that make an entrepreneur go into entrepreneurial activity.
3. Enumerate the benefits of the service type of business to the people.
4. Cite the advantages of the service business to the government.

Do you agree that service business responds to the needs of the people?

This type of business undertaking helps solve the problem of the people. In the process, one is utilized for advantage of the other.

In the whole, service business helps solve social problems, particularly unemployment and poverty, because it generates employment. It is also a source of revenue for the government. For individuals, it develops human potentials. It propels people to work and become productive citizens of the country.

Activity 7

Give an example of service business you would like to engage in someday. Tell why this business should be recognized in the community.

 Self-check:

Directions: Place a (/) if the statement is true, (x) if it is false.

- _____ 1. Many entrepreneurs have joined the business of providing service because it generates recognition.
- _____ 2. Service business should be recognized because it responds to the needs of the people and utilizes human resources profitably.
- _____ 3. Service business exploits human potential to earn money.
- _____ 4. Service business helps the government raise revenues.
- _____ 5. Service business should be recognized because it contributes community development.

What service business enterprises are available in your community? How well are they doing in terms of quality services and patronage?

LET'S SUMMARIZE

- A service business is business with a personal touch. Its main task is to offer satisfaction and give comfort to customers.
- Every type of business involves related activities. Food service involves catering, food purchase and processing and food preparation.
- Every service business has its own attributes. It may promote a certain product or service or even its success. Some well-known attributes are, "*Isang gunting, isang suklay*" and "*Sipag at tiyaga*".
- Specific types of service business which can be offered to the community are food service, repair shop, laundry service, bus service, janitorial services.
- In general, service business creates employment opportunities, solves problems by meeting individual and family needs and develops individual potentials.

Relax for a while. Recall what we discussed before doing the posttest. I hope you got the most of it!

Are ready to take the posttest now? Let's see how much you have learned in our lessons and activities.



POSTTEST

Directions: Write only the letter of the correct answer in your answer notebook.

1. Tony ate in a restaurant and left immediately. Unknowingly, he left his wallet on the table. He went back and the manager returned it to him. What particular value is evident in the situation?
 - a. trustworthiness
 - b. frugality
 - c. honesty
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10. Service business should be recognized in the community because it_____.
- a. creates employment opportunities and is a source of revenue
 - b. utilizes human resources and interests
 - c. responds to needs of people
 - d. a and b only

Dear student, if you got 9 to 10 correct answers, excellent! That means, you understood and remembered what we have discussed. Congratulations!

If your score is between 7 to 8, that’s very good. You remembered much of our lessons. Check the questions you did not get right and find out why you missed them.

If your right answers range from 5 to 6, that’s good. What you have remembered probably are facts that you liked most. I suggest that you read the text again and try to answer the questions once more.

Finally, if your right answers range from 1-4, read the lessons again and see why you forgot those details. After reading and understanding the lesson, you can answer the posttest again. I hope you will do much better.

Good bye for now, dear student. Till we meet again in the next module.



ANSWER KEY

Pretest / Posttest

1. c
2. b
3. c
4. a
5. b
6. a
7. d
8. a
9. a
10. d

Activity 2

- A. 1. There are many people (customers) to be served.
2. The people need immediate service.
3. They came from different places.
4. They have varied needs to be satisfied.
5. People/customers observe discipline by falling in line.

(Other possible responses of students)

6. The attendants/waiters/waitresses are polite.
7. Customers pay in cash.

- B. 1. They serve the customers carefully and courteously.
2. They give importance to their clients.
3. They issue receipts for the purchased items.
4. They greet customers with a warm smile.
5. They offer other amenities the fast food could offer.

(Other possible response)

6. They allow customers to choose the best seats when dining.
7. They give tokens to lucky patrons.

- C. 1. They respect their customers and think that they are always right.
2. Try our fast food... It's like a home away from home.
3. When you like it, you'll lick it!

Lesson 1: Self-check

1. F
2. T
3. T
4. T

5. T

Lesson 2 : Activity 3

1. Shoe repair shop
 1. shoe repair
 2. polishing
 3. shoe trading

2. Food service
 1. cooking
 2. purchasing
 3. selling

3. Dressmaking
 1. sewing dresses
 2. purchasing
 3. selling

4. Beauty shop
 1. manicuring
 2. arts sign
 3. hair styling

5. Sign shop
 1. printing
 2. arts sign
 3. advertising

Lesson 2 :Self-check:

1. f
2. a
3. b
4. c
5. d

Lesson 3 : Self-check:

1. hard work
2. start small
3. attributes
4. earn
5. skills

Lesson 4: Activity 6

1. problem
2. tutorial service
3. parents and students
4. a little
5. "Learn and Play" will help everyone

Lesson 4 : Self-check

1. Profit
2. True
3. True
4. Satisfaction
5. True

Lesson 5 : Self-check

1. x
2. /
3. x
4. /
5. /