



These mats are made very well, I can buy one piece for 33 rupees. When I'm checking for the quality, I check the size, colour, and how meticulously it is made. If the design is good or not, if it is useful or not. And if it's creative, It's even better.

#### Quality Check Points

- ✓ uniform size
- ✓ nice colour
- ✓ good design
- ✓ usefulness
- ✓ creativity

**Profit calculation**

group selling cost	
33 rupees × 10 mats =	330 rupees
group selling cost	330 rupees
less production cost	-230 rupees
<hr/>	
group profit	100 rupees

Let me see how much our group makes if we sell 10 mats to my nephew.

If we make 10 mats a day,  
in 30 days, we can get back  
the money we spent to buy  
all the equipment in the beginning.

$$\begin{array}{r} 100 \text{ rupees} \\ \times \quad 30 \text{ days} \\ \hline 3000 \text{ rupees} \end{array}$$



After that, everything  
will be profit.  
Let's introduce our mats  
to more craft shops.

We always talk about how to  
make more attractive mats.

That's a good attitude, Hasnah.  
I have a customer who is  
asking for a mat  
saying 'welcome'.  
Would you make one?



I think our craft-making is profitable because we work with a good group spirit and listen closely to good advice from experts.

By the way, Hasnah, your sweet balls are tasty. Why do not we sell them, too? I'll make a container from bamboo leaves.



Do you think so? Why not!  
Let's do some market research on sweets.



## Review of Marketing Skills

- 1 Simple market research
- 2 Learning how to make quality crafts
- 3 Calculating production cost and profit
- 4 Checking the quality of the crafts
- 5 Promoting our crafts to other outlets



### Guide for Utilization

**Target Audience:** Neo-literates at middle level

**Objectives:**

To enable learners to

- (1) Become aware of the importance of marketing skills to increase income.
- (2) Keep up reading, writing and calculating skills.
- (3) Find out popular and profitable crafts by studying the market.
- (4) Get an idea of production cost calculation and profit cost calculation.
- (5) Understand the importance of quality control of crafts.
- (6) Develop marketing skills like selling at the right place and right time.

**Application:**

1. Before distributing this booklet, instructor should generate an informal discussion with learners about craft-making for supplementary income-generation.
2. Then distribute this booklet to learners and ask them to read it thoroughly.
3. After reading, instructor should invite learners to discuss the importance of marketing skills and their application for their income-generation activities.
4. Then, learners should practice calculation with crafts they are making or they plan to make.
5. Instructor should show other related materials, i.e. on craft-making, co-operatives, etc. for further understanding.
6. Five learners may role-play characters in the booklet. Hasnah, Minda and Lena are three women forming a craft-making group. And there are Minda's nephew, who has a craft shop, and an instructor at a skill development centre who advises them.
7. After reading the booklet, a group visit to market place may be arranged for learners to practice simple market research.

Illustrated by Untung Sugiharto (Indonesia)

©Asia/Pacific Cultural Centre for UNESCO (ACCU) 1997  
[6 Fukuomachi, Shinjuku-ku, Tokyo 162-8484 Japan]  
e-mail: literacy@accu.or.jp URL: <http://www.accu.or.jp/litdbase>

Planned and produced under the Asian/Pacific Joint Production Programme of Materials for Neo-Literates in Rural Areas (AJP) in co-operation with UNESCO Bangkok