Cookery 10 teacher' s guide pdf

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of Technology and Life Education (TLE) is a single nod in the implementation of the K to 12 Basic Education Program (BEP). It consists of four components, namely agricultural arts fishing, economics, industrial arts and information and communication technologies. This study focuses on the Home Economy - Cooking course. The course provides a variety of activities and appropriate activities and opportunities to determine your understanding of key concepts and demonstrate core competencies, as stipulated in the TESDA Cooking Training Regulations. Thus, it aims to provide quality services to target customers along with an assessment of yourself regarding aspects of the business that you may consider to strengthen and become part of the food suppliers sector. The world of work today is a picture of the available jobs, which are becoming more scarce every year. To address this reality, the Department of Education is stretching its available resources, prioritizing needs, and developing sustainable programs to lead and prepare young minds as a future skilled chef or any related work. The department also believes it is in honing skills that a student can have an advantage over other job seekers. DepEd strives to equip students with the relevant knowledge, relationships, values and skills necessary to become a productive citizen of our society. This student's material is specifically designed to focus on various activities that will assess your level in terms of the skills and knowledge required to obtain a Certificate of Competence and/or National Certification. This student's material will certainly make you a certified food supplier. 5. LM-Cookery Grade 10 5 Content Standard Student Demonstrates basic concepts and theories in cooking lessons. The Student's Performance Standard independently demonstrates basic competencies in cooking, as stipulated in the TESDA Learning Regulation. Goals Students must become experienced in performing skills in the following competencies: 1. develop personal entrepreneurial skills; 2. Cook egg dishes; 3. Cook porridge and starch dishes; 4. Cook vegetable dishes; 5. Cook and cook seafood dishes; 6. Cook stocks, sauces and soups; 7. cook poultry dishes and ware; and 8. Cook and cook meat. Program Requirements Score 10 students who will take a Culinary Course as their specialization in Technology and Life Education (TLE) - Home Economics should have successfully taken a research course in commercial cooking in class 7/8 and successfully completed the competency specified in class 9. The student of this course must have the following characteristic: 1. inclination in cooking and other other Activities 2. Can communicate both verbally and in writing; 3. Physically and mentally healthy; 4. With good moral character; and 5. can do basic mathematical calculations. Students should develop their cooking skills, demonstrate misens' place, cook, present and evaluate eggs, starch and cereals, vegetables, stocks, sauces and soups, poultry and vesing, as well as meat dishes. 6. LM-Cookery Score 10 6 Material of this student must be taken within one school year for a total of 160 hours. Lessons should be taken one at a time, following the correct sequence presented, and should carry out evaluation or improvement activities before proceeding with the next lesson. Throughout the learning process, students in this course must complete a 25-hour industry participation in various food services to experience the actual workplace. Study Episodes This student material is divided into four (4) quarters, which can serve as a recommended scope and limit for each academic classification period. In each quarter there are lessons that make up the results of the training. Before you explore the basic competencies of cooking, you will be guided by how to evaluate your own personal entrepreneurial competencies and skills (PECS) and demonstrate your understanding of the environment and the market. The I quarter consists of two lessons. The lesson I have is all about preparing, cooking and presenting different kinds of egg dishes while lesson II on cereal and starch dishes. The second quarter has two lessons, cooking vegetable dishes and seafood dishes. Learn different types and classifications of vegetables and seafood, cooking, food coverage and food storage. The third quarter consists of lessons on cooking stocks, sauces and soups, as well as poultry and game dishes. The IV quarter covers lessons on how to prepare and cook different types of meats like pork, beef, carabif and others. Enjoy using this student's material as a guide to becoming a successful chef in the future. 7. LM-Cooking Grade 10 7 HOW THIS LEARNER MATERIAL? Here are a few reminders on how to use this stuff. 1. Respond to a diagnostic assessment before you start various activities. A diagnostic assessment determines how much you know about the lessons and identifies areas that you need to learn more. Your teacher will check and analyze your score to determine your learning needs. This student's material contains relevant information and activities. Take a careful look at each activity. If you are in trouble, feel free to seek help from your teacher. Don't miss a single theme if you're not told to do so. REMEMBER that every action is a preparation for success. 3. For each lesson/learning results, perform to enhance the riching of knowledge and skills. 4. After successfully completing the assignments, respond to a post-test that will be provided by your teacher. Your account will be analyzed and used by your teacher for to calculate your grades. 5. Finally, DO NOT mark the student's material in any way. 8. LM-Cooking Rating 10 8 A. Multiple Choice. Directions: Read the following questions carefully and choose the letter that best describes the statement. Write your answer in a test notebook. 1. Which of the following is the correct step-by-step procedure in hand-washing. A. Drain and dry with air, scrape and rinse, rinse, disinfect and wash the dishes. B. Rinse, scrape and pre-rinse, rinse, drain, dry air and disinfect dishes C.Scrape and pre-rinse, rinse, rinse, disinfect, drain and dry air, D.Scrape and pre-rinse, rinse, rinsing, disinfecting, draining and drying. Which of the following parts of the egg is made by the egg and consists of four alternating layers of thick and thin consistency. A. Air Cell C. Chalaza B. Albumen D. Yolk 3. Which of the following vitamins is found in eggs? A. B1 C. D B. C D. K 4. The appearance of eggs is important for consumer appeal. On what basis are the projectiles assessed? A. Cleanness, shape, texture and sound B. variety, texture, purity, shape C. shape, texture, cleanliness and size D. texture, sonority, size and purity 5. Which of the following forms of the egg market is rarely used in cooking. A. Dried Egg C. Frozen Egg B. Fresh Egg D. Shelled Egg 6. Which of the following raises the coagulation temperature by producing a softer, weaker gel when added to the egg used in cooking. A. Alkaline C. Sugar B. Salt D. Vinegar 7. Which dish is cooked by sliding shelled eggs in barely boiling water and gently cooking until the egg holds its shape? A. Fried Egg C. Scrambled Eggs B. Poached Egg D. Egg with soft DECOction DIAGNOSTIC ASSESSMENT 9. LM-Cooking Score 10 9 8. Which of the following tools is not used in the preparation of an omelette? A. Bowls K. Sote pan B. Fork D. Skimmer 9. Which of the following faithful to cover egg dishes? A. Choose a dish small enough to make each food stand out B. Play with color and texture C. A protein dish should cover half a plate D. Use even rooms when setting up the dish. 10. Which of the following sources of starch is rarely used in the production of food starch? A. Kassawa K. Potatoes B. Corn D. Rice 11. Which of the following changes in starch during cooking is resistant to flow; increase in thickness or consistency. A. Dextrinization C. Retrogadation B. Gelatinization D. Viscosity 12. Which of the following is offered if you keep the pasta for a short time for a later service? A. Cook the pasta in advance and cool the B. Drain and add the sauce C. Drain, set with a little oil, cover and hold in heat D. Undercook a little pasta 13. What is the process of creating a new product that will be sold to customers? A. Product C. Product Development B. Product Conceptualization D. Product Implementation 14. This is a meaningful and unforgettable statement that reflects the essence of your brand. A. Branding C. Tagline B. Product Naming D. Unique Sale Offer 15. What's what Is the tool used to assess the environment to gather important information for strategic planning? A. Environmental Scanning C. Analysis of the B. SWOT Survey Analysis D.WOTS Analysis 16. Which animal produces meat of mei? A. Calf C. Hog B. Deer D. Sheep 17. Which of the following market forms of meat is not cooled? A. Cured Meat C. Frozen Meat B. Fresh Meat D. Processed Meat 10. LM-Cooking

Score 10 10 18. How much meat will help you identify less tender cuts? A. Bone C. Flesh B. Thick D. Ligament 19. Which part of the meat has the highest amount of quality protein? A. Bone C. Flesh B. Thick D. Ligament 20. Which of the following cuts of meat requires a long and slow cooking temperature? A. Less Tender C. Tender B. Slightly hard D. Tough 21. Which of the following is a long - blade axe or heavy knife used by the butcher? A. Butchers opener C. Clever knife B. Chopper knife D. Set slicing opener 22. Which of the cooking methods does not apply to the method of dry heat? A. Baking C. Roasting B. Broiling D. Putting Out 23. As you call the method of cooking, when the meat is cooked in a steaming liquid in which the bubbles break on the surface. A. Boiling C. Roasting B. Broiling D. Extinguishing 24. It is an oil-acid mixture used to enhance the taste of meat. A. Solution brine C. Soy sauce and vinegar B. marinade D. Salt and calamansi 25. Which of the following tools is used for carving? A. Clever knife C. Slicer B. Fork D. Razor opener 26. Which meat is cut into the internal organs? A. Less tender cuts C. Tough cuts B. Tender cuts D. Variety cuts 27. Where to store meat products? A. Crisper C. Dry Regiment B. Cold Shelf D. Freezer 28. Which of the following is the most tender cut of beef? A. Chunk C. Sirloin B. Round cut D. Tenderloin 29. What will you consider first when buying meat? A. Brand C. Quality B. Price D. Round cut 30. What is your main consideration when storing goods? A. Expiration Date C. Number B. Fragile D. Size 11. LM-Cooking Score 10 11 31. What is the name of a young immature pigeon of any gender with extra tender meat? A. Duck K. Rooster B. Fryer D. Squab 32. Which part of the bird belongs to the breast meat? A. Dark Meat C. Variety of Meat B. Heavy Meat D. White Meat 33. Which of the following characteristics is a good quality live bird? A. Free of contact feathers and shows no B cuts. Eyes are clear C.Is heavy and skin water D.Thighs are well developed 34. What do you call a young chicken that usually takes 9 to 12 weeks? A. Fryer K. Roosters B. Hen D. Deer 35. How many days should a whole chicken be kept in the fridge? A. 1 day C. 2 to 4 days B. 1 to 2 days D. 3 to 4 days 36. How to classify the soft part of a chicken as a breast? A. Innards C. Viscera B. Dark Meat D. White Meat 37. What cooking method is used for mature birds? A. Boiling Roasting B. Frying D. Extinguishing 38. What cooking method is suitable for less tender cuts? A. Boiling C. Roasting B. Frying D. Extinguishing 39. What is the best cooking For poultry? A. High temperature C. Low to moderate temperature B. Low temperature D. Moderate temperature 40. What factor affects the tenderness and juiciness of poultry meat? A. Age C. Cuts B. Cooking D. Sex 41. What is the flavor component of vegetables that gives a strong taste and smell to some vegetables like onions, leeks, garlic, leeks, cabbage and broccoli? A. Flavonoids C. Sugar C. Glutamic Acid D. Sulphur compounds 42. What is the way of cooking by placing blanched or raw vegetables in a saucepan, adding liquid (broth, water, wine) and then coating and cooking slowly. A. Boiling C. Brycing B. Baking D. Soteing 12. LM-Cooking Score 10 12 43. Which of the following styles of coverage is not a classic arrangement? A. The starch or vegetable element heaps in the center while the main item is sliced and lean on it. B. The main point is in the center, with the vegetable spread around it. C. Vegetable item is the back and main item, starch item and garnish at the front. D. The main item is in the center with neat piles of vegetables carefully arranged around. 44. Which of the following vegetables are cooked undisclosed? A. Fruit Vegetables C. Roots and Tubers B. Green Vegetables D. Yellow Vegetables 45. Which of the following freshwater fish? A. Blue Fish C. Grouper B. Cat Fish D. Sole 46. What is the market shape of the fish where both sides of the fish are still connected, but the bones are removed? A. Butterfly C. Philae B. Drawn D. Steak 47. Which of the following characteristics is a characteristic of fresh fish? A. With a fresh and dirty smell B. Eyes are blunt, shiny and convex C. Gills are red or pink D. Flesh is compressed when pressed 48. Which of the following seafood is cooked enough to heat to keep juicy and plump? A. Fat Fish C. Flat Fish B. Lean Fish D. Shellfish 49. Which of the following cooking methods is suitable for oily fish? A. Baking C. Deep Frying B. Boiling D. Sote 50. What is used to baste lean fish to help prevent them from drying out. A. Butter C. Soy Sauce B. Cream D. Tomato sauce 13. LM-Cookery Grade 10 13 Personal Entrepreneurial Competencies (PECs) Content Performance Standards Learner demonstrates an understanding of their PECs in cooking The student self-creates an action plan that strengthens and or further develops his/her PECs in the cooking quarter ieq time allocation: 4 Hours Module 1 Personal Entrepreneurial Competence Introduction in this module, you will learn more about entrepreneurship and entrepreneurial competence related to cooking. You will have personal experience in educational activities that will lead to a personal assessment of your entrepreneurial competencies and an assessment of the entrepreneurial competencies of a successful chef in your field. You will also have some activities that will align your competence with those successful practitioners. In addition, this module will stimulate your mind to think entrepreneurship and its role in the business community, as well as in Development. Let's start with this module, let's first get to the entrepreneurs and entrepreneurship. Entrepreneurs are people with the skills and qualities of an entrepreneur are the ability of the seeker, the risk taker, the target setter, the excellent planner, the confident problem-solving, hardworking, persistent, and committed employee. 14. LM-Cookery Grade 10 14 Entrepreneurship, on the other hand, is not just a business activity. It is a strategic process of innovation and the creation of new businesses. Basically, entrepreneurship is both an art and a science of transforming business ideas into market products or services to improve the quality of life. Now that you have a little knowledge about entrepreneurs and entrepreneurship, can you now go through the evaluation of your PECs? Always remember that Successful entrepreneurs are constantly developing and improving their PECs.Il Let's start with the fact that let's first try to learn the competencies that you will master when you complete this module. OBJECTIVES At the end of this module, as you are expected: - identify areas for improvement, development and growth; Agree your PEC according to your business or career choice; and create an action plan that will ensure success in your business or career choices. Now that you have an idea of the knowledge and skill that you will develop and master, take the first challenge in this module - a preliminary assessment. 15. LM-Cookery Grade 10 15 PRE-ASSESSMENT As part of your initial activity, you will be challenged to dig deeper into your knowledge and previous experience on the topic. Try diagnosing or evaluating what you already know about PECs by responding to task 1. Challenge 1: Match to direction type: Match of entrepreneurial competencies in Column A with their value in Column B. Write the letter of the correct answer to the space presented before each number. Challenge 2: Guide To Direction: Below are the manual questions that encapsulate the entire module. Write your answers in the job notebook and then share them with the class. A. Explain why entrepreneurship is important for social development and economic progress. B. What entrepreneurial activities do you know and are able to do that are related to cooking? C. Given the opportunity to own a business that relates to cooking are you sure manage it? Explain your answer. D. What do you think are the most important competencies you need to be successful in running your chosen business? And Bz1. Creative A. to make a wise decision in the direction of the supplied No 2. Profit-oriented B. strategic thinking and setting goals No.3. No3. C. trust in his abilities No.4. Decision-making D. is made for change No. 5. People Skill E. Innovative have an advantage over other competitors No. 6. Planner F. Firm Loyalty No. 7. Self-confidence G. skillful in accounting Number 8. Hardworking H. always stick to Plan 9. The ability to accept I changes works hard at No 10. Perfect J effective and effective communication and attitude to the people of K. is always looking for income 16. LM-Cookery Grade 10 16 E. Name successful entrepreneurs from your area whose business is related to cooking. Be able to share with a class of their PECs that have made them successful. After answering all the management questions to the best of your knowledge and skills, share them with classmates. You too can compare your ideas, personal knowledge and relevant experience on the topic to make it more exciting and interesting. LEARNING GOALS AND TARGET After understanding the goals of this module, having passed a preliminary assessment and answering the questions of the manual, you will be asked to set your own personal goals. These goals will initiate you to further achieve the ultimate goal of this module. In the end, these goals will motivate you to learn more about objectives of the Ultimate Target 17 training activities. LM-Cookery Grade 10 17 Task 3: Group Activity Direction: Answer the following management questions on a separate piece of paper. Share your answers to the class. 1. Explain the importance of evaluating your PEC before engaging in specific business activities. _____ 2. Are the other stakeholders important when choosing a viable enterprise. _____ 3. What are the desirable personal characteristics, attributes, lifestyle, skills and traits of a potential entrepreneur? Why does it matter? _____ 4. Why do you need to evaluate your PEC in terms of characteristics, attributes, lifestyle, skills and traits before starting a particular business? _____ 18. LM-Cooking Score 10 18 5. What is the significance of evaluating a successful entrepreneur's PEC? What useful ideas can you learn from this activity? _____ What was your experience in answering the guide's questions with your classmates? Were you able to benefit from them? What ideas do you understand? This time you are going to explore various topics that will enrich your knowledge of PECs. Read all the important details on success carefully. Assessment of personal entrepreneurial competencies (PEC) and skills in relation to a practicing entrepreneur or worker in the province of entrepreneurial competence are important characteristics that must be obsessed with a person in order to effectively perform entrepreneurial functions. In this module you will learn some of the most important characteristics, attributes, lifestyle, skills and traits of a successful entrepreneur to be successful in your chosen career. Below are a few important characteristics /features /attributes of a good entrepreneur: Hardworking: One of the important characteristics of a good entrepreneur is hardworking. This means usually working hard for a long period of time. Hardworking people continue to improve their productivity to produce good products and/or provide good services. Know 19. LM-Cookery Grade 10 19 - Self-confidence: Entrepreneurs are confident in their abilities and their own judgment. They show self-confidence to cope with all the risks of running their own business. Discipline: Successful entrepreneurs always stick to the plan and struggle with the temptation to do what matters. Committed: A good entrepreneur takes full responsibility for everything in his business. He/she gives full commitment and a firm commitment to make the business successful. The ability to accept change: Nothing is permanent except to change. Change happens often. When you have a business, you have to cope and thrive on change. Capitalize on positive changes to make your business grow. Creative: An entrepreneur must be creative and innovative in order to stay in business and in order to have an advantage over other competitors. Has the initiative: Beret takes You have to put yourself in a position where you are responsible for the failure or success of your business. Profit-oriented: The entrepreneur enters the business world for profit or additional income. This should be bread and butter for you and for your family. So you have to see that the business can generate revenue. Here are the important skills of a successful entrepreneur: Planner: Planning is strategic thinking and setting goals to achieve goals by carefully maximizing all available resources. A good entrepreneur develops and applies step-by-step plans to realize goals. A good entrepreneur knows that planning is an effective skill only when combined with action. People's skills relate to effective and effective communication and attitudes towards people working in and out of your 20s. LM-Cookery Score 10 20 business. In day-to-day business operations, you need to deal with people. Well-developed people's skills can spell out the difference between success and business failure. Decision-making: Successful entrepreneurs have the ability to think quickly and make wise decisions about predetermined goals. No one can deny that the ability to make wise decisions is an important skill that an entrepreneur must possess. From these facts and information, a sound decision should be taken, which should be aimed at achieving predetermined goals. In order to earn what you've learned and better evaluate the different entrepreneurial competencies, read the PECs checklist below and then respond to the same thing. Target 4: PeCs CheckList Directions: Using the PECs checklist, evaluate yourself by pointing out the check sign (/) in the strong or developmental column. Interpret the results by counting the total number of checks made in each column. Once you've completed the checklist, form a group and share your knowledge and experience of why you came up with this personal assessment. Process 21. LM-Cookery Score 10 21 Table 1: PECs Checklist Personal Entrepreneurial Competences Entrepreneur Personal Score in Terms: Strengths of The Development Area Hard-Working - Work Diligently Confident - Confidence in Your Ability Discipline - Always Stick to Plan Perfect - Solid Loyalty Ability Take Change - Accept Creative Change - Innovative to have an advantage over other competitors Profit oriented - Always looking for Income Planner - Strategic Thinking and Setting Goals People Skills - Effective and Effective Communication and Attitude to People Making Decisions - Make a Wise Decision Towards the Goals set by TOTAL 22. LM-Cookery Score 10 22 Interpretation or Research: B (I) _____ How has your experience developed in discovering your strengths and areas? Have you gained valuable experience in exchanging ideas with your classmates? To learn more and deepen your understanding of PECs, do task 5 below. Challenge 5: Interview a successful chef or entrepreneur in your area whose type of business is related to cooking. Focus your interviews on PECs and other business-related attributes that have helped them become successful. Analyze the outcome of the interview and reflect on the similarities and/or differences. Write your answer on a separate piece of paper. Example Interview Guide Title Owner/Practice: - Age: - Number of Years in Business: Address for Business: What are your preparations before engaging in this type of business or work? (I) Flip and Understand 23. LM-Cookery Score 10 23 2. What are your special skills and characteristics related to your business or work? _____ 3. How do you solve business problems in the early years of your business? _____ 4. Did you follow the advice of a successful businessman or practitioner before doing your business? _____ 5. What are your best business practices that you can share with aspiring students? _____ 6. What are the main characteristics, attributes, lifestyle, skills and traits that have made you successful in your business or job? (I) Note: Select the information you need from the interview to provide a line 1 answer in the table below. Meanwhile, fill the second row with PECs. 24. LM-Cooking Assessment 10 24 Personal Entrepreneurial Competence Characteristics Lifestyle Skills Is a Successful Entrepreneur in place of My PECs Using the information on the table above, analyze and reflect on similarities and differences in your responses. Put your reflection on the table below. Write your opinion on the space provided. Personal Entrepreneurial Competence Similarities Characteristics Skills Skills Conclusion: 'I Am I I Wasn't I I'm Not Imo. 25. LM-Cookery Grade 10 25 After performing activities on the importance of PEC, let's determine how much you have learned. Complete Task 6 to determine how well you understand the lesson. Challenge 6: Prepare an Action Plan: Use the table below and the information obtained from Task 5 (Interview), prepare an action plan that shows how you would align your PEC to a successful entrepreneur's PEC in cooking in your place. Objective Activity Strategies area Timeline of expected results to align my PECs with THE PECs of a successful entrepreneur in cooking. Characteristics Skills Attribute Features Transfer 26. LM-Cookery Score 10 26 Challenge 7: Highlights: Read and explore the following questions below. You can use a separate piece of paper or notepad to write the answers. 1. Why is it necessary to compare and coordinate your PEC with a successful entrepreneur's PEC? _____ 2. How does your action plan help maintain your strong PEC and/or address your development areas? _____ 3. What action plan would you prepare to address your area of development? _____ 27. LM-Cookery Grade 10 27 ENVIRONMENT AND MARKET (EM) Content Performance Standards Learner demonstrates an understanding of the environment and market in cooking in his field. The student independently creates a map of the business surroundings, reflecting the potential market in Cooking in the province. I District Allocation Time: 4 Hours Module 2 Environment and Market Introduction People who aspire to start a business need to explore the economic, cultural and social conditions existing in the area. The needs and desires of people in a particular area who are not satisfied can be seen as business opportunities. Identifying the needs of a society, its resources, available raw materials, skills and related technologies can help a new entrepreneur in capturing business opportunities. To be successful in any kind of business enterprise, potential entrepreneurs should always look closely at the environment and the market. They must always be vigilant against existing opportunities and limitations. Opportunities in the business environment are those factors that provide business opportunities to expand and make more profits. Restrictions, on the other hand, are the factor that limits business to grow, hence reducing the likelihood of making a profit. One of the best ways to assess opportunities and limitations is to conduct SWOT analysis (strengths, weaknesses, capabilities, and threats). SWOT Analysis is a management tool for environmental assessment. This collects important information, which in turn is used in strategic planning. Strengths and weaknesses are internal within the organization. Basically, they refer to the resources belonging to the organization, to the things that you have control over, and also to the extent that it is marketing. 28. LM-Cookery Grade 10 28 Opportunities and Threats exist in the external environment. Opportunities are linked to the market, the development of new technologies and external factors such as public policy, climate and trends. Threats are related to what competitors do, as well as legal and other restrictions. Now that you have read some important considerations to look to be successful in any business, now you are ready to explore more about the environment and the market. To begin with, let's find out the competencies that you will master as you finish this module. OBJECTIVES At the end of this module, you are expected to determine what is valuel for the customer; Identify the customer for sale. Explain what makes a product unique and competitive; Apply creativity and innovative methods to product development; and use a unique sales offer (USP) to the product and/or service. Now that you have an idea of what you will learn, take the first call in this module - a preliminary assessment. 29. LM-Cookery 10 29 PRE-ASSESSMENT Challenge 1: Multiple directions: Choose the letter of the best answer. Write your own on a separate sheet of paper. This is generated by the study of goods and services sold in the community. A. Business creation C. Business Concept B. Business Pricing D. Business Idea 2. The process of creating a new product that will be sold to customers. A. Product Analysis C. Product Development B. Product Conceptualization of Product D. Product Implementation 3. These are luxuries, advantages and desires that everyone considers out of necessity. A. wants C. requirements B. wishes D. needs 4. This is a factor or consideration presented by the seller as a reason that one product or service is different from and better than that of competitors. A. Unique Sales Plan C. Unique Pricing Policy B. Unique Offer to Sell D. Search Value Added 5. At this stage, the needs of the target market are identified, revised and assessed. A. Concept Development C. Project Development B. Economic Analysis D. clarify the specification 6. This is the introduction of new ideas to make the product and services more attractive and sold to target customers. A. New Idea C. Product Development B. Creativity D. Innovation 7. A guide tool used to assess the environment and collect important information that can be used for strategic planning. A. Environmental Scanning C. WOTS Analysis B. SWOT Analysis D. Analysis Survey 8. Marketing practice is creating a name, symbol or design that defines and differentiates a product from other products. A. Product naming C. branding B. Unique offer selling D. slogan 9. This is a meaningful and unforgettable statement that reflects the essence of the brand. A. Product name C. branding B. unique sale offer D. tagline 30. LM-Cooking Score 10 30 10. It's something people can't live without in society. A. wants C. requirements B. wishes D. needs Task 2: Guide To Issues: Directions: Read and Study The Guides questions below. Use a separate piece of paper to write your answer. 1. How do I identify the product or services that need to be produced and offered or delivered to target customers? _____ 2. How to choose a business activity? _____ 3. When can you say that a particular product matters!? _____ 4. Is innovation and creativity important to your product or service? Why? _____ How can you respond effectively to target customer? _____ 6. Express from the business owner's perspective the importance of scanning the environment and market in generating business ideas. _____ 31. LM-Cooking Score 10 31 7. Using self-assessment, explain your level of confidence in formulating a business idea. (I) After all the leadership questions have been answered and skills have been mastered, share them with your classmates. Discuss your ideas, personal knowledge and relevant experiences on the topic to make it more exciting and interesting. LEARNING GOALS AND TARGET After reading and understanding the goals of this module and having passed a preliminary assessment and guide question, you will be asked to set your own personal goals. These goals will initiate you to further achieve the ultimate goal of this module. In the end, these goals will motivate you to learn more about the environment and the market. Figure 2: A strategic process to achieve the goals of this module. READING RESOURCES AND INSTRUCTIONAL ACTIVITIES After setting your own personal goals and goals in achieving the goals of this module, you will have the opportunity to read and learn more about the environment and the market. You will also be given the opportunity to do practical exercises and activities to deepen your understanding of the topic. Goals and goals of learning activities The ultimate goal is 32. LM-Cookery Grade 10 32 Product Development When we talk about product development, we mean the process of creating a new product that will be sold by the business or enterprise to its customers. Product development may include modifying an existing product or presenting it, or developing an entirely new product that meets the needs, desires, and/or market of a new customer. The term development in this module collectively refers to the entire process of determining market opportunities, creating a product that will appeal to the identified market, and finally testing, modifying and refining the product until it is ready for production. There are basic but vital questions that you can ask yourself about product development. When you find acceptable answers to them, now you can say that you are willing to develop a product and/or provide services: 1. For whom the product services are aimed at? 2. What benefits will customers expect from it? How will the product differ from the existing brand? From your competitor? Similarly, the needs and desires of people within the area must also be taken into large Everyone has their own needs and desires. However, everyone has a different concept of needs and desires. Business needs are important things that everyone cannot live in society without. These include: 1. basic commodities for consumption; 2. clothing and other personal belongings; Housing, sanitation and health; and 4. Education. Basic needs are essential for a person to live with dignity and pride in society. These needs can obviously help you generate business ideas and then develop a product. Know 33. LM-Cookery Grade 10 33 Wants desires, luxury and extravagance that mean wealth and an expensive lifestyle. Desires or desires are considered primarily essentials of life. Some examples of desires or desires: fashion accessories, expensive shoes and clothing, travel around the world, food in an expensive restaurant; Watch movies, concerts, having luxury cars, wear expensive jewelry, perfumes living in impressive houses, among others. People's needs and desires are the main indicators of the type of business that you can engage in, because it can serve as a measure of your success. Some other good points that can be considered in business endeavors are the kinds of people, their needs, desires, lifestyle, culture and traditions, and the social orientation that they belong to. To sum up, we can say that the development of the product is completely dependent on the needs and needs of customers. Another important issue that needs to be addressed is key product development concepts. A successful theme will enlighten you about the procedure in coming up with the product. Кокшетау разработок кокшетау продукта аамиеров кокшетау продукта. At this stage, the needs of the target market are determined and competitive products are determined. The product concept is chosen along with economic analysis to come up with an outline of how the product is being developed. Below is a figure that shows the stages of product concept development. 34. LM-Cookery Grade 10 34 Figure 3: Concept Development Product Development Process follows steps: A. Identify customer needs: Using survey forms, interviews, research, focus group discussions and observations, an entrepreneur can easily identify the needs and desires of customers. At this stage, the information that can be collected are product specifications (performance, taste, size, color, shape, product life expectancy, etc.). This stage is very important because it will determine the product that will be produced or delivered. B. Set target specifications: Based on customer needs and competitive product reviews, you can now set targets for a promising new product and/or service. Targeted specifications are a wish list. Development Concept Identify Customer Needs Plan Staying Developme NT Project Set Targeted Specification Specifications Product Concepts Select Product Concept Clarification Specifications Perform Economic Analysis Analysis of Competitive Products 35. LM-Cookery Grade 10 35 C. Competitive Product Analysis: It is critical to analyze existing competitive products to provide important information when setting product or service specifications. Other products may have demonstrated successful design attributes that need to be emulated or improved in a new product or service. D. Create Product Concepts: After going through previous processes, you can now develop a series of product concepts to illustrate which types of products or services are technically feasible and best meet the requirements of the target specifications. E. Choose the concept of the product: In the evaluation process, the final concept is chosen between attributes. Once finalized, additional market research can be applied to get feedback from some key customers. F. Clarification of product specifications: At this stage, product or service specifications are clarified based on the contribution of the above. The final specification as the results of an extensive study, expected lifespan, projected sale prices and, among other things, are considered at this stage. G. Doing economic analysis: Throughout the product development process, it is important to always review and assess the economic impact of development costs, production costs, and the selling price of the product or service that will be offered or provided. H. Plan the remaining development project: At this final stage of concept development, you can prepare a detailed development plan that includes a list of activities, resources and costs, and a development schedule with steps to track progress. 36. LM-Cookery Score 10 36 Search Value People Buy for a Reason. There should be something in your product or service that will give consumers a good reason to go back and buy more. There should be something that should make you the best option for your target customers; otherwise they have no reason to buy what you are selling. This further means that you are offering something to your customers that they will make their value or treasure your product or service. The value you include in your product is called a value proposition. A value proposition is a plausible collection of the most compelling reasons why people should notice you and take the action you ask for. Il Value is created by fulfilling deep desires and solving deep problems. It's what makes people move, what people get paid for your product or service. Innovation is about putting something new into your product or service. It could be a new idea, a new method or a device. If you want to increase your sales and profits, you should Innovation. Some of the possible innovations in your products are changing packaging, improving taste, color, size, shape and possibly price. Some of the innovations in the provision of services are the use of new improved methods, additional services and possibly freebees. The Unique Selling Offer (USP) Unique Selling Offer is a factor or consideration presented by the seller as a reason that one product or service is different from and better than that of competitors. Before you can start selling your product or service to your target customers, you should sell yourself on it. USP will require careful analysis of ads and marketing messages from other businesses. If you analyze what they say or what they sell, not just their product or service characteristics, you can learn a lot about how companies distinguish themselves from competitors. 37. LM-Cookery Grade 10 37 Here's how to discover your USP and use it to increase sales and profits: Use empathy: put yourself in your customers' shoes. Always focus on the needs of your target customers and forget to fall in love with your own product or service. Always remember that you are making this product or ensuring targeted customers will eventually increase sales and make a profit rather than doing this product or service to you. Basic questions such as what might force them to come back again and ignore the competition should be asked themselves. The most possible answers may be to focus on the quality, accessibility, convenience, cleanliness and reliability of a product or service. Determine what motivates your customers. It is very important for you to understand and figure out what motivates and motivates your customers to buy your product or service. Make some effort to figure out, analyze and use information that motivates customers in their decisions about buying a product or service. Find out the actual and genuine reasons why customers are buying your product, not your competitor. Information is very important when making decisions. A competitive entrepreneur always improves this product or service to ensure customer satisfaction and of course retention. As your business grows, you should always consider asking your customers important information and questions that you can use to improve your product or service. 38. LM-Cookery Grade 10 38 In order to prove your understanding of the topic previously presented, you will be tasked with forming a group and interviewing a successful entrepreneur or practitioner. You have to document this interview and present it to the whole class for reflection and appreciation. Challenge 3: Interview Directions: Choose a successful entrepreneur or practitioner. Interview using the set of questions below. Document the interview and present it to the class. How did you identify your customers? _____ 2. What were your thoughts when choosing your customers? _____ 3. Explain how your product or service becomes unique compared to other products. _____ 4. Have you consulted someone before you did this business? I will give examples of information that you received from the consultation. (I) Process 39. LM-Cooking Score 10 39 5. What was your preparation before you started your actual business? _____ 6. What creative and innovative methods have you adopted for your product or service? How has innovative technology affected the sales and profits of your business? _____ 7. What strategy do you consider a unique offer to sell your product or service? (I) Challenge 4: Watching videos to deepen understanding of the lesson, perform the following tasks: 1. Browse the Internet and view topics related to: a. customer needs and wants b. techniques in determining customer needs and wants c. creativity or innovation in products and services d. unique offer to sell e. product development 2. Prepare a short story about the aforementioned topics. You can highlight the aspectI that increases your knowledge of product development. Reflection and Understanding 40. LM-Cookery Grade 10 40 Task 5: Product Conceptualization Direction: Using the space and numbers below, develop your own concept for your product or service. Use bullets at every stage of product conceptualization in listing important key ideas. (I) Transfer to 1. Identify the need of customers - - - 2. Target specifications - - - - - - - - - 3. Analysis of a competitive product - - - - - - - 4. Creating the concept of the product - - - - 5. Choose the concept of the product - - - - - 6. Clarification of the specification of the product - - - - - - 7. Prepare a development plan - - - - - - - - 41. LM-Cookery Score 10 41 Ideas Generation for Business developing and generating a business idea is not an easy process. Some people just come up with a bunch of business ideas, but it's not really possible. There are two problems that arise; first, it's an over-generation of idea cookery 10 teacher's guide pdf

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