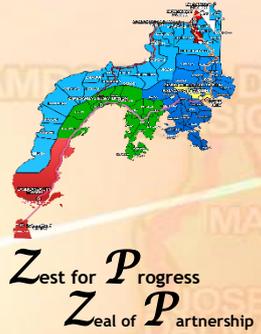




JANUARY	<i>Makugiton</i>
FEBRUARY	<i>Mahiguimaon</i>
MARCH	<i>Matinabungan</i>
APRIL	<i>Matinahuron</i>
MAY	<i>Mahapsay og Malimpyo</i>
JUNE	<i>Maabtik og Masurod sa Dsuhtong Oras</i>
JULY	<i>Maantigo og Maabilidad</i>
AUGUST	<i>Maginhuhunon para sa Ubon</i>
SEPTEMBER	<i>Madaginon</i>
OCTOBER	<i>Matinud-anon</i>
NOVEMBER	<i>Masaligan</i>
DECEMBER	<i>Maalampon</i>



Technology and Livelihood Education

Quarter 2 – Module 5: Home Economics



Name of Learner: _____

Grade & Section: _____

Name of School: _____

TLE – Grade 6
Alternative Delivery Mode
Quarter 2 – Module 5: Marketing Household Linens
First Edition, 2020

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What I Need to Know

This module was designed and written for you to be guided. It is here to help you manage your Marketing products. The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

This lesson will expand your marketing knowledge. The module is all about marketing and selling strategy.

After going through this module, you are expected to:

- A. Identify the different Marketing and selling strategies
- B. Define Marketing and selling strategies
- C. Discuss the importance, advantages, and strategies of each one of them
- D. Explain rules and examples in costing and recording household linen products.



What I Know

Directions: Choose the letter of the best answer. Write the chosen letter on a separate sheet of paper.

1. It serves as the container for the product, and the focus was on the ability to protect the product.
 - A. Packaging
 - B. Branding
 - C. Labeling
 - D. Advertising

2. These provide useful information about the product. Customers can use the information as a guide on whether to buy the product or not.
 - A. Branding
 - B. Packaging
 - C. Labeling
 - D. Pricing

3. In terms of fast-paced selling or promoting products internet marketing can be used for _____.
 - A. packaging
 - B. Advertising
 - C. Recording
 - D. Branding

4. You should be able to come up with a reasonable amount for every product that you will sell.

- A. Recording
- B. Advertising
- C. Costing
- D. pricing

5. Daily transactions such as purchases made and expenses incurred in the production of selling must always be recorded.

- A. Costing
- B. Recording
- C. Advertising
- D. Pricing

Lesson 1

Marketing Household Linens

If you plan to own a business someday, your success will depend on the marketing and selling strategies you employ. Competition is intense, so many businesses are striving to sell similar products to the buyers for the same price.

In this lesson, you have to focus on how to market household linens successfully. Many factors should be analyzed and would require a thorough study such as packaging, labeling, branding, promoting, and recording of the production and sales of marketed linen products. Let us tackle each one of them.



What's In

Marketing household linens are categorized into seven

Packaging Household Linens

A *package* serves as the container for the product, and the focus was on the ability to protect the product. At present, business owners realized the value of promoting products through packaging. Usually, the amount spends on the packaging is close to the expenses incurred in advertising the product.

Brand Name for Household Linens

A *brand name* is a term, symbol, design, or combination of this that identifies the product. Branding has been regarded as an important factor in selling the product. It is something that should define and market the products being sold.

Labeling Household Linen Product

Labels provide useful information about the product. Customers can use the information on whether to buy the product or not for linens; the label may be about how to wash and iron the products or what it is made of.

Marketing Household Linen Products

The best way to market a product in the marketplace is through advertising or promotion. This is used to attract customers to buy products or services. *Promotion* means telling people about your product and service.

Technology in Advertising Household Linen Products

New technology has promoted most businesses to engage in its use, especially in terms of fast-paced selling or promoting products. As the computer has become a tool for every business and home, most of the entrepreneurs engage the buyer through the use of *internet marketing*.

Costing of Household Linen Products

You should be able to come up with a reasonable price for every product that you will sell. Knowledge about pricing strategies will help you determine a competitive price for your products.

Recording Transactions of Marketing Household Linens

A daily transaction such as purchases made and expenses incurred in the production of selling your products must always be recorded no matter how small the amount is. A record should be clear, organized, and kept intact for ready reference. A columnar notebook or simple organizer can be served as our daily record for all the expenses, sales, and profits gained from selling your household linen products.



What's New

Important Factors in Packaging Household Linens

1. It should protect the product.
2. It should easily dispose of.
3. The package should contain all the information about the product, materials used, proper instructions, and care of the linens, among others.

4. It should be attractive and innovative; this can motivate the customers to buy the product
5. It should be made of environmentally- friendly materials.

Advantage of Creating a Brand Name

1. It is the most distinguishing characteristic of the product and catches the attention of the buyers.
2. It introduces the product in the market.
3. It allows the customers to be loyal to the brand
4. Other businesses cannot copy the brand name due to copyright.

Qualities of a Good Brand Name

1. A brand should describe the product well.
2. A brand name should be unique compared to other brand names.
3. A brand name must be brief and easy to pronounce and can be a one-liner to make it easy to remember.
4. A brand name must be promotable and can be advertised easily.
5. The important and useful information in labeling household linens is the *type of fabric used* (like cotton, polyester) *manufacturing date*, *instructions for care*, among others.

Common strategies In Promoting Linen products

- 1) *Print Media*. Product logo, brand name, and information are published in magazines, newspapers, brochures, or flyers.
- 2) *Product Display*. This is promoting a product that is being showcased in exhibits, product fairs, and other events.
- 3) *Internet Marketing*. This is promoting and advertising products using technology such as e-mails, blogs, and social media sites.

Ways Used To Advertise Linen Products Using Technology

1. ***E-mail marketing***. Advertising using e-mail marketing is a method that you should take advantage of. You may send marketing-oriented information using e-mail to get the attention of the people about your new linen products.
2. ***Blogging***. This is an online journal where you can record your thoughts on various topics that you want to talk about. Having a blog in your business enables you to share what you are an expert or good at. You may create blog posts advertised your linen products to attract readers to become your clients eventually. You may also giveaways to create a network of repeat clients.
3. ***Social media***. This method can be time-consuming, but promoting your business through social media as part of your marketing strategies will help

reach more contacts or potential customers. Consider the schedule and find a way to do it every day to promote your product.

Some rules that you should consider in pricing strategies

1. The prices of the product should cover all the expenses incurred.
2. The cost of the product should be affordable.
3. The price of the product should be frequently reviewed based on market demand and competition.
4. The price of the product must be established to assure sales.

One method of costing the product is called cost-plus pricing. This method covers all the expenses plus the desired profits you want to get the total selling price. This method is being used by many manufacturers. See below the formula for getting the total selling price.

TOTAL COST OF MATERIALS + PROFIT= TOTAL SELLING PRICE
--

The following is an example of getting the total selling price using cost-plus pricing method.

Product: pillowcase (1 piece)	
Materials:	Amount
1 yard tetoron	PHP 38.00
Sewing thread	PHP 10.00
Cost of labor	PHP 20.00
Utilities	<u>PHP 28.00</u>
Total cost	PHP 96.00
Add: profit (20%)	<u>PHP 19.20</u>
Total selling price	PHP 115.20 or 115.00

See below example of a daily record for the purchase of materials and a daily record of sales.

TABLE12. A daily record of the purchase of materials for linen products

Date	Items	Quantity	Unit Cost	Total Cost
07-21-20	Cotton fabric	5 yard	PHP 30.00	PHP150.00
07-22-20	Thread	3 pieces	PHP30.00	PHP 90.00
07-23-20	Silk fabric	2 yard	PHP 65.00	PHP 130.00

TABLE13. A daily record of sales for linen products

Date	Items	Cost Price	Selling price	profit	Total Profit
07-21-20	5 table napkins	40.00	PHP65.00	PHP25.00	PHP 125.00
07-22-20	2 pillows	100.0	PHP120.00	PHP20.00	PHP 40.00
07-23-20	4 placemats	PHP 35	PHP48.00	PHP 13.00	PHP52.00



What is It

- A package serves as the container for the product, and the focus was on the ability to protect the product.
- A brand name is a term, symbol, design, or combination of these that identifies the product.
- The best way to support a product in the marketplace is through advertising or promotion. These are used to attract the customer to buy your household linen products.



What's More

Directions: Determine the price of a one-piece placemat considering the following costs incurred

Product: Placemat (1 piece)	
Materials:	Amount
1 yard patterned fabric	PHP 35.00
1 piece thread	PHP 10.00
Cost of Labor	PHP 15.00
Utilities	PHP 30.00
Total Cost	_____
Add: desired profit (20%)	_____
Total selling price	_____

A. Why is recording of daily sales and expenses transactions important?
Explain your answer.



What I Have Learned

Answer the following:

What are seven (7) categories in marketing and selling strategies?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Give two (2) important factors in packaging household linens.

1. _____
2. _____

Write two (2) advantages of creating a brand name for the product.

1. _____
2. _____



What I Can Do

Practical Activities

- A.** Directions: Choose a household linen project, prepare a packaging, and formulate a brand name that will fit the product. Consider the guidelines in packaging, branding, and labeling. Submit your project to your teacher. Your output will be rated based on the given rubric.

➤ See samples below for your project

Pillow case



Placemat



Hand towel



Household linen packaging
pouch or bag



Rubric

Criteria	Percentage	Rate
Packaging	35%	
Branding	35%	
labeling	30%	



Assessment

A. Directions: Draw a star  on the line if you agree with the statement. Write an X if you disagree.

1. _____ In packaging household linens, it should be attractive and innovative.
2. _____ Packaging should be made of environment-friendly materials.
3. _____ Brand name is the most distinguishing characteristic of the product and catches the attention of the buyers.
4. _____ Brand name does NOT allow customers to be loyal.

5. _____ Internet marketing is promoting products by publishing in magazines, newspapers, brochures, or flyers.
6. _____ Product display .This is promoting products that are being showcased in exhibits, product fairs, and other events.
7. _____ Blogging is an online journal where you can record your thoughts on various that you want to talk about.
8. _____ The Prices of the product should cover all the expenses incurred.
9. _____ Products must always be recorded no matter how small the amount is.
10. _____ A columnar notebook or a simple organizer CANNOT serve as your daily record for all the expenses, sales. And the profits gained from selling your products.



Additional Activities

Directions: Study the table below. Fill out the blanks with the correct amount.

Date	Items	Cost Price	Selling Price	Profit	Total Profit
08-24-20	7 table napkins	PHP 40.00	PHP 68.00	PHP 28.00	PHP _____
08-25-20	3 pillows	PHP 130.00	php165.00	PHP _____	PHP 105.00
08-26-20	8 placemats	PHP 42.00	PHP _____	PHP13.00	PHP 104.00



Answer Key

Assessment	
1.	★
2.	★
3.	★
4.	X
5.	X
6.	★
7.	★
8.	★
9.	★
10.	X

What's More	
Total Cost php. <u>90.00</u>	
Add: desired profit (20%)	php. <u>18.00</u>
Total selling price	Php. <u>108.00</u>

What I Know	
1.	A
2.	C
3.	B
4.	D
5.	B

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- <https://tinyurl.com/packaginglinen>