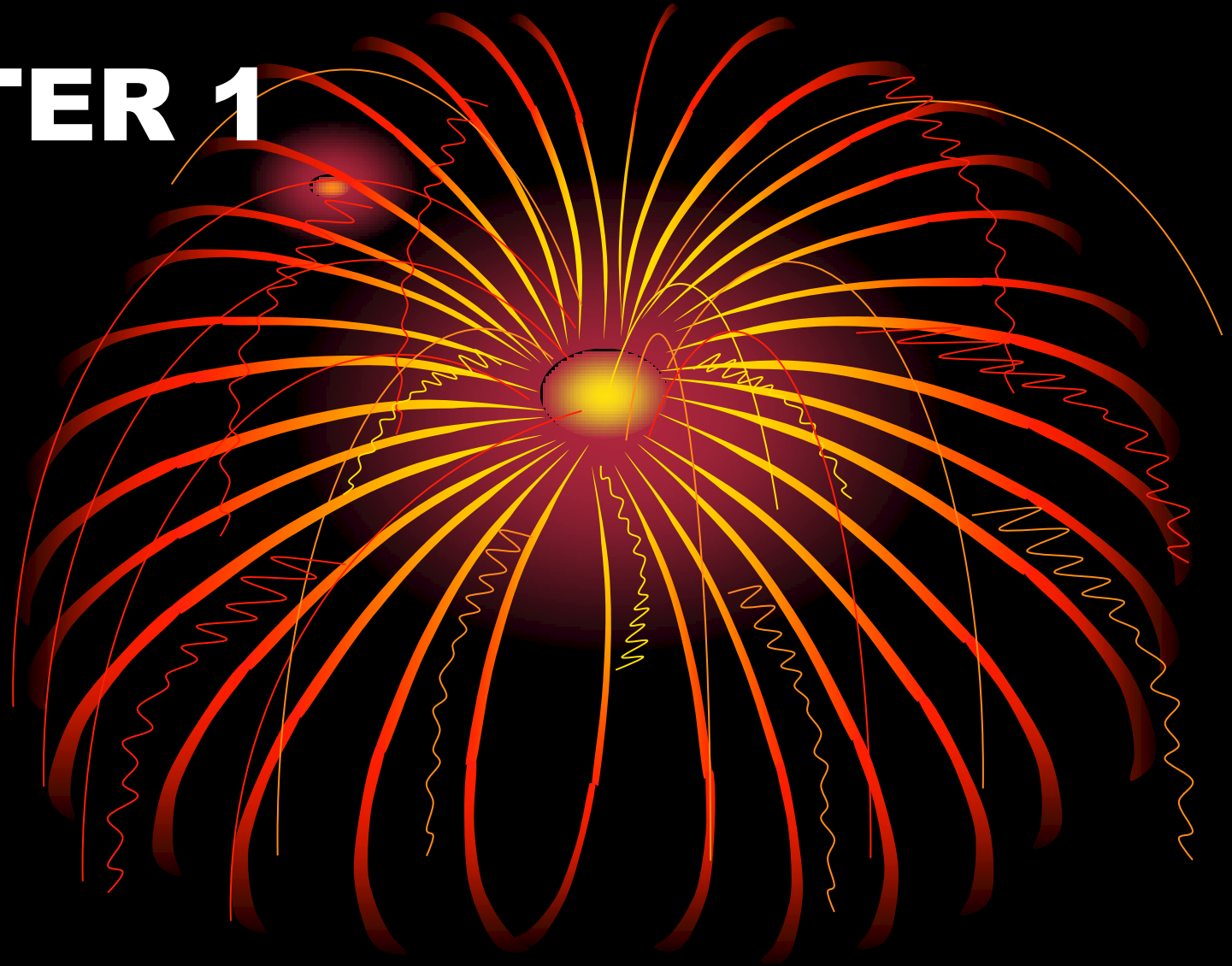
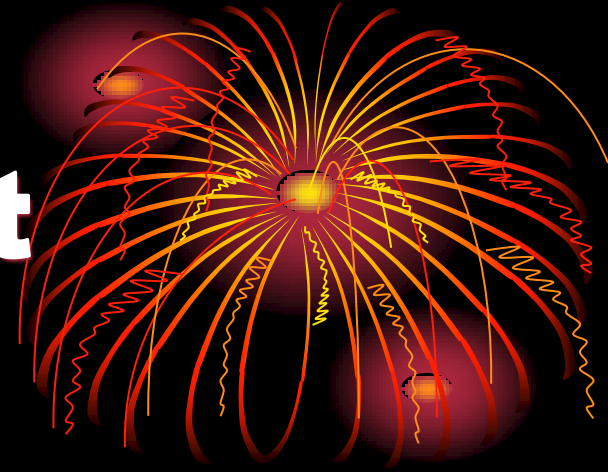


CHAPTER 1



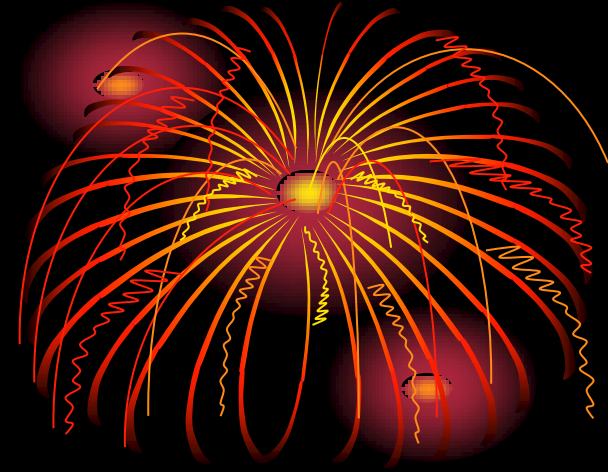
A Look at Wants and Needs

Why It's Important



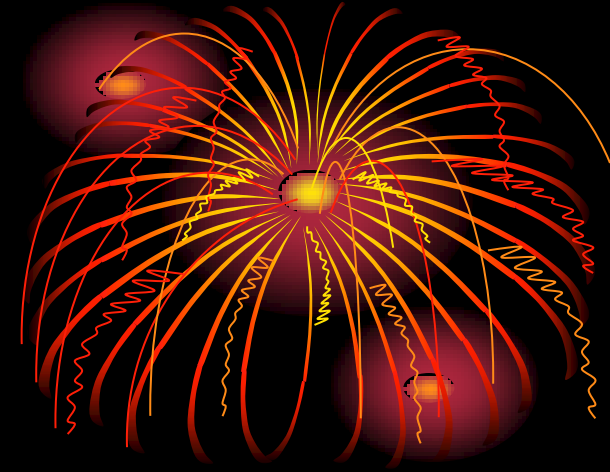
- **Businesses satisfy people's basic needs all the way to their lavish wants.**
- **Competition and profit motivate these businesses to continually strive for your business.**

An Abundance of Wants



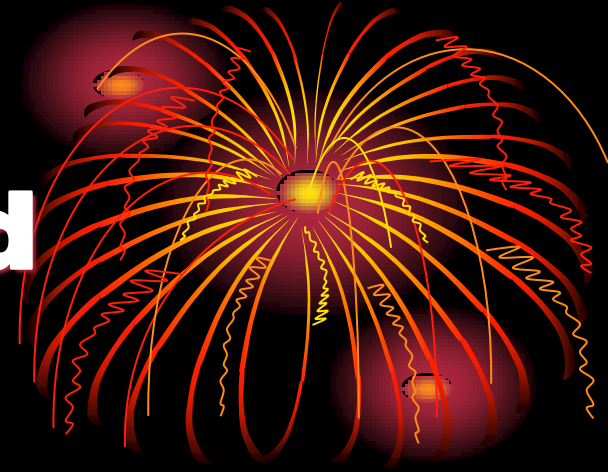
- **Wants are the things you wish you could have. Each person has wants.**
- **A group of people may also share the same wants. Although these wants are shared, they are considered *private wants*.**
- **Some wants are widely shared by many people.**

An Abundance of Wants



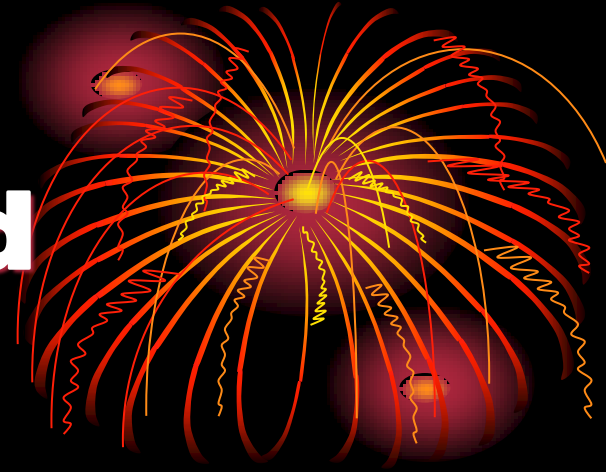
- **These wants are no longer considered private but become *public wants*, such as highways, drinking water, and education.**
- **For the most part local, state, and federal governments satisfy public wants.**

Satisfying Wants and Needs With Goods and Services



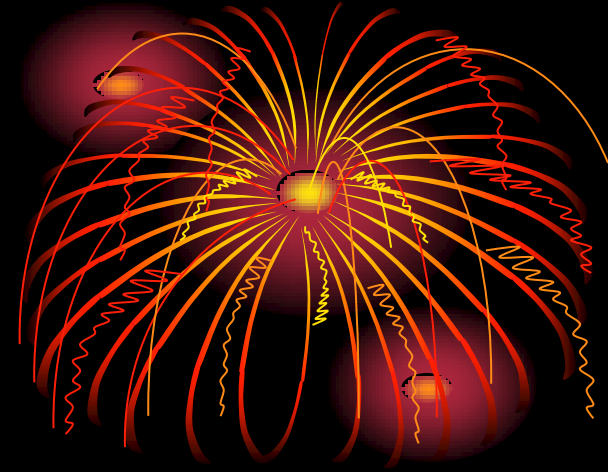
- **Necessary wants are needs.**
- **Food, shelter, and clothing are basic needs.**
- **Goods can be physically weighed or measured.**
- **Goods satisfy your wants and needs for material things that you can see or touch.**

Satisfying Wants and Needs With Goods and Services



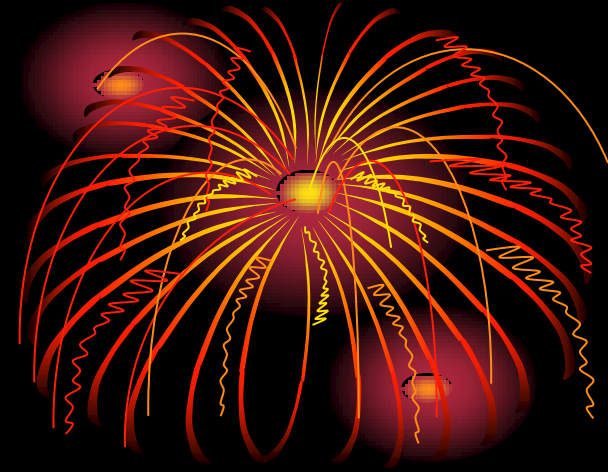
- **Services are tasks that people or machines perform.**
- **Services also satisfy some of your wants for things you can't see or touch.**
- **In a business context wants are not about intangible desires such as love and respect.**

Unlimited Wants, Limited Resources



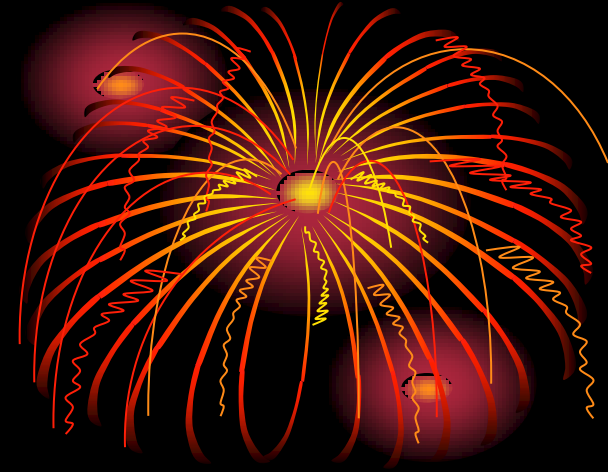
- **Most people have unlimited wants for goods and services.**
- **The more money you make, the more goods or services you want.**
- **A resource is anything that people can use to make or obtain what they need or want.**

Unlimited Wants, Limited Resources



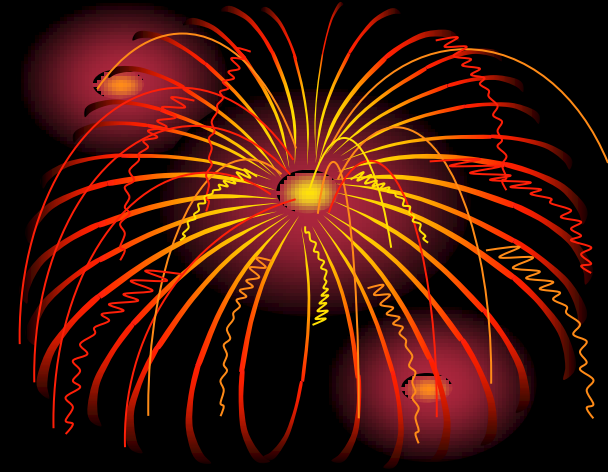
- **Examples of resources include:**
 - **Fuel**
 - **Timber**
 - **Labor**
 - **Money.**
- **The problem of unlimited wants and limited resources affects individuals, companies, and nations.**

Unlimited Wants, Limited Resources



- **Resources limit the number of wants people can satisfy.**
- **Businesses and government are influenced by the same problem.**

Deciding on Your Resources



- **People make the most of their resources by making the right choices about what to buy.**
- **The decision-making process is a step-by-step method to carefully consider alternatives that result in better choices.**

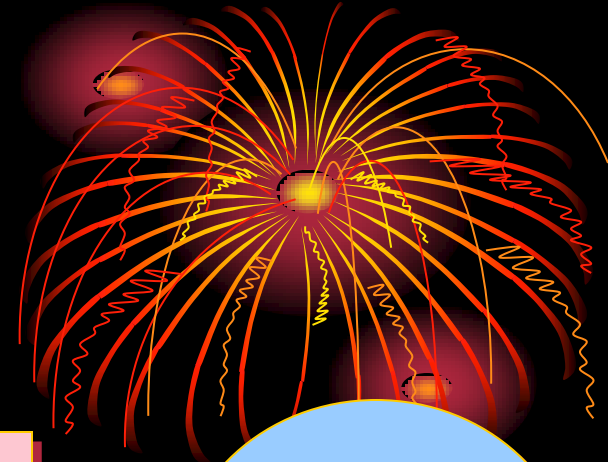
Deciding on Your Resources



- **The decision-making process has five essential steps:**
 - **Identify the problem.**
 - **List the alternatives.**
 - **Determine the pros and cons.**
 - **Make the best decision.**
 - **Evaluate your decision.**

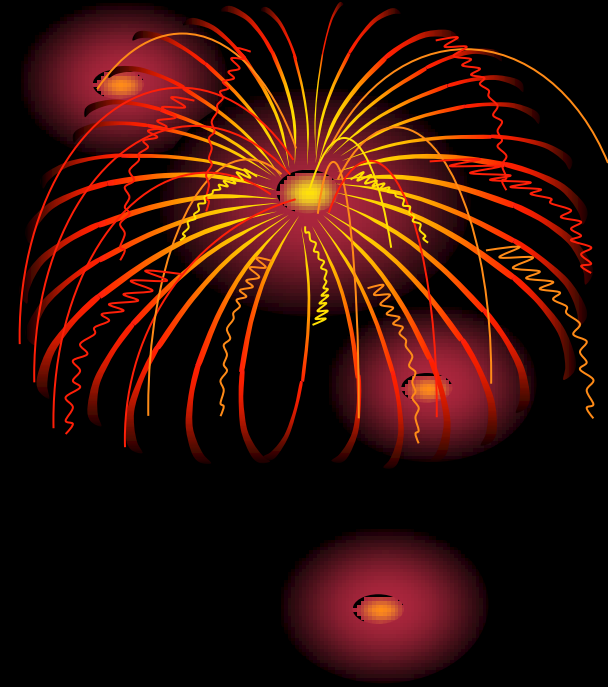


Graphic Organizer



REVIEW

- **Can You Define:**
 - **Wants**
 - **Needs**
 - **Goods**
 - **Services**
 - **Resources**
- **What is the difference between public wants and private wants?**



REVIEW

- **Can You List the steps in the decision-making process?**
 - 1. Identify the Problem**
 - 2. List the Alternatives**
 - 3. Determine the Pros and Cons**
 - 4. Make your best decision**
 - 5. Evaluate your decision**



What Is Business?



- **Business is any activity that seeks profit by providing goods or services to others.**
- **Businesses provide you with necessities.**
- **Businesses also provide people with the opportunity to become wealthy.**

What Business Does



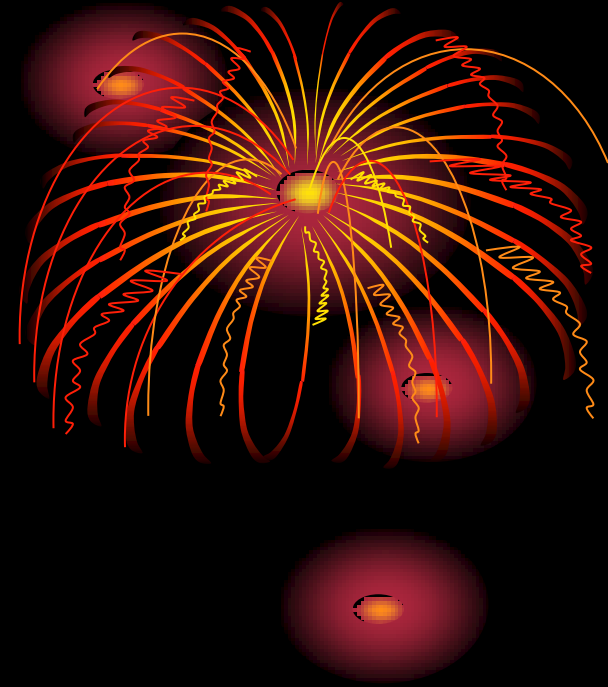
- **A business must *organize* the people and equipment to provide the product.**
- **People within the organization *manage* the company's resources to *produce* the product.**
- **The company *markets* the product or service by deciding where to sell it and how to advertise it.**

Business's Motivations



- **Profit is the amount of money left over after a business has paid for the cost of producing its goods and services.**
- **Profit is the motivation for taking the risk to start a business.**
- **A business is profitable when sales are high and costs are kept low.**

Business and You



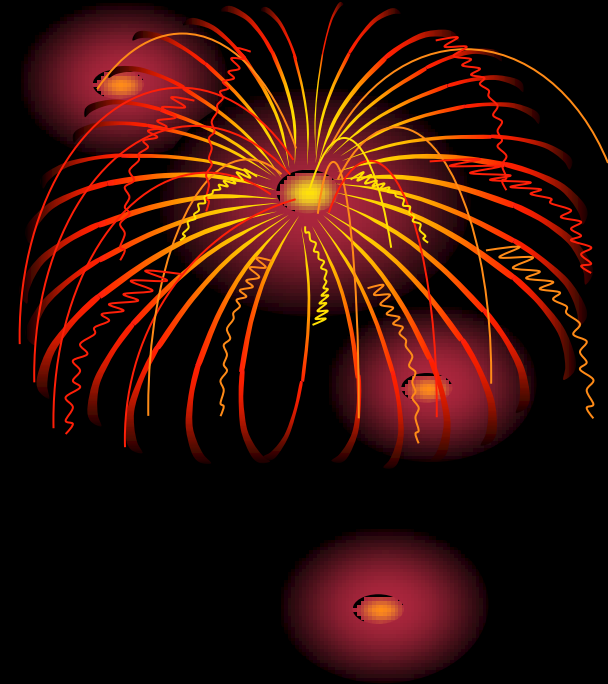
- **Businesses make many decisions that impact you.**
- **However, you also affect business.**

You as a Consumer

- **A consumer is a person who selects, purchases, uses, or disposes of goods or services.**
- **Business is aware of your changing needs and wants.**
- **Businesses affect you when they discontinue products. The decision to stop manufacturing products is often because there is a decreasing demand.**



You as a Consumer



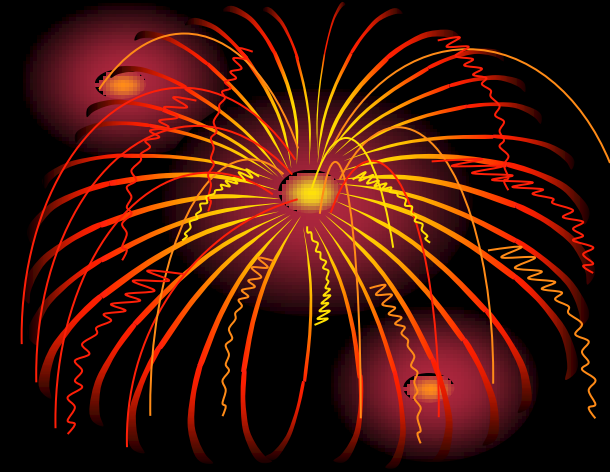
- **When a company is slow to respond to customers' complaints and doesn't communicate very well, then customers usually find another company's product to buy.**

You as a Wage Earner



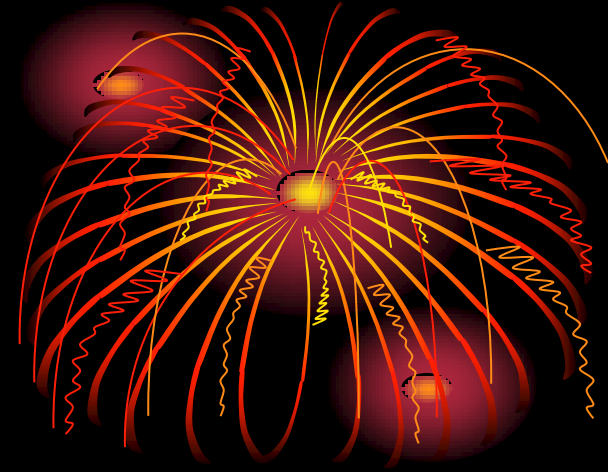
- **In order to make products and provide services, businesses hire people to work.**
- **In order to produce a product, the business decides how it will be produced.**
- **In business today, workers have more input about how business is done.**
- **When you're an employee, quality of work, decision-making skills, and input to problems help a business flourish.**

REVIEW II



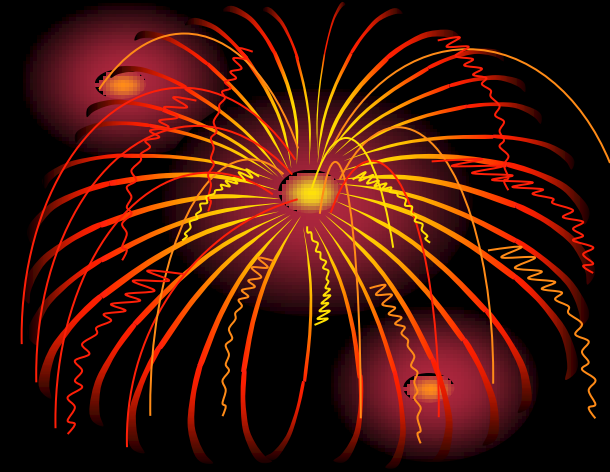
- **Define business.**
- **List the business activities that happen behind every product or service.**
- **How does business affect you as a consumer and as a wage earner?**

Self-Discovery in Business



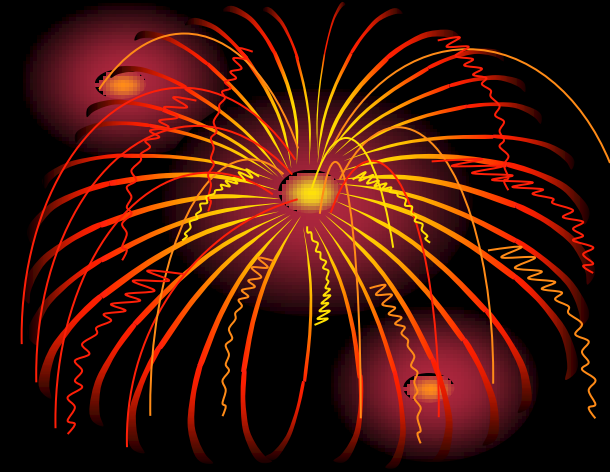
- **Changes in the price of consumer goods, company bankruptcies and interest rates affect your life.**
- **What happens in business and government will make a difference to the world you live and work in.**

The Value of Knowledge



- **When you become a business owner, manager, or employee, you'll need business knowledge.**
- **The more education you have, the better your income.**

What Do You Like?



- **Learn as much now in order to make an informed decision in the future.**
- **Explore all the business opportunities in order to see what is available to you in order to satisfy your wants and needs.**