**Level 3 Lesson 3: Production**

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| **1. Description Content** |
| Welcome to Lesson 3. In this lesson, you will have a chance to plan your production.  This means you will be thinking about what resources, people, and activities you need in order to produce your products and/or services.  Shall we dive into it?  **Button:** Yes! |

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| **2. Description Content** |
| This section will explore Key Resources. Play the video below when you are ready.  VIDEO 6: Key Resources.  **Guiding Questions for Part 5: Key Resources**   1. What Key Resources do you need to make the product/service? 2. What Key Resources do you need to create channels to your customers? 3. What Key Resources do you need to keep customers happy, tell others and then get new customers?   Write your answers in the Key Resources section. Click Next when you are ready to plan your Key Activities.  **Button:** Next. |

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| **3. Description Content** |
| This video below will introduce you to the importance of identifying key activities. Play the video below when you are ready.  VIDEO 7: Key Activities  **Guiding Questions for Part 6: Key Activities**   1. What Key Activities do you need to make the product/service? 2. What Key Activities do you need to create channels to your customers? 3. What Key Activities do you need to keep customers happy, tell others then get new customers?   Write your answers in the Key Activities box  You may have started to realize that no one can do business alone. That is exactly why the next section will help you to explore your Key Partners.  Click Next when ready.  **Button:** Next. |

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| **4. Description Content** |
| Good partners are important in helping you succeed in your business. Let’s explore this. Please play the video below when you are ready.  VIDEO 8: Key Partners  **Guiding Questions for Part 7: Key Partners**   1. Who are your Key Partners (including suppliers)? 2. Which Key Resources are you acquiring from partners? 3. Which Key Activities do partners perform?   Write your answers in the Key Partners box.  That’s a lot of things to think through, isn’t it? Luckily, this is the end of this lesson. Click Next to continue.  **Button:** Next. |

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| **5. Description Content** |
| You are making progress! See you in Lesson 4, where you will be introduced to the finance side of your business.  In Lesson 4, you will have a chance to explore all the costs that will be involved into starting up your business.  On the flip side, you will also be able to explore where the income will be coming from. This will help you to study if your business is viable or not, and where it needs some improvement.  Please rate this lesson and let us know your thoughts in the comment box. See you in Lesson 4.  **Button:** Rate this lesson. |