

Market Choices

Find how choice and opportunity can benefit people.

4.10.B “identify examples of the benefits of the free enterprise system such as choice and opportunity; and”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each example of a customer having a choice, and circle each example of a person having an opportunity to earn money or try a business idea.

Saturday at the Market

- ① On Saturday, Maya visited a small market in her town. Three food stands sold different lunches. One offered bean tacos, another sold chicken wraps, and a third made vegetable soup. Maya compared the prices and ingredients. Because several sellers were open, she could pick the meal that fit her taste and the money she had brought.
- ② At the market, Mr. Lee ran the soup stand. He noticed that some shoppers wanted a quick breakfast. He decided to open early on Tuesdays and sell fruit cups. Mr. Lee took a risk because he had to buy fruit before knowing how many cups people would purchase. His idea gave him an opportunity to try a business plan and earn money if shoppers bought fruit cups.
- ③ Shoppers also benefited when the stands tried to attract customers. The taco stand added a mild salsa, while the wrap stand offered a spicy sauce. People could choose the flavor they liked. If a stand did not meet customers' needs, shoppers could spend their money at another stand. Sellers listened to buyers because they wanted customers to return.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 What lunch choices did Maya have at the market?

2 How did having several food stands benefit Maya?

3 What did Mr. Lee do that gave him an opportunity to earn money?

4 How did the mild salsa and spicy sauce benefit shoppers?

3 YOUR TURN _____ Your own words

Write two sentences about a new small business. Tell one choice the business gives customers and one opportunity it gives the owner.

PART 1 • READ AND MARK

Underline each example of a customer having a choice, and circle each example of a person having an opportunity to earn money or try a business idea. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What lunch choices did Maya have at the market?	She could choose bean tacos, chicken wraps, or vegetable soup.
2	How did having several food stands benefit Maya?	She could compare prices and ingredients and choose a meal that fit her taste and budget.
3	What did Mr. Lee do that gave him an opportunity to earn money?	He opened early on Tuesdays and decided to sell fruit cups.
4	How did the mild salsa and spicy sauce benefit shoppers?	Shoppers could choose the flavor they liked.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Jordan opens a bike-repair booth that offers quick repairs and full tune-ups. Riders can choose the service they need, and Jordan has an opportunity to earn money by using his repair skills.

Accept any passage-based wording that identifies customer choice or a business opportunity. For Part 3, accept a realistic business example that clearly includes both a customer choice and an opportunity for the owner.