

CHAPTER  
**12**  
SECTION 3

**STUDENT ACTIVITY**  
**Breakthrough Technology** **3**

*Read the following scenario that describes a business situation. Think about how technological progress could change the business.*

Your grandfather operates a small, family-run, candy-making business. He inherited it from his father, and it has been in the family for nearly 100 years. During that time, the business has changed very little. Almost everything is done with hand tools, a few pieces of simple equipment, and several ancient stoves. The candy is mixed in bowls by hand and poured into small molds.

Your grandfather sells most of his candy to local stores, which he visits regularly. He knows the owners and managers personally. He also has a small store—the very same one his great-grandfather opened 90 years ago. After visiting customers, he comes back and fills the orders. The next morning, very early, a cousin puts the chocolates in the trunk of his car and delivers them to the businesses.

Your grandfather keeps track of his expenses, sales, and profits in large ledgers. He keeps his books by hand, entering the figures every Friday evening and adding up the columns to find out what profit the business makes.

Now, your grandfather is retiring, and he has passed the business on to you. He knows the business is out-of-date and is counting on you to bring it into the twenty-first century and to build it so it will last another hundred years.

*What technological developments will help build the business? Develop three ideas and explain how they would increase productivity.*

Technological breakthrough 1:

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Technological breakthrough 2:

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Technological breakthrough 3:

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