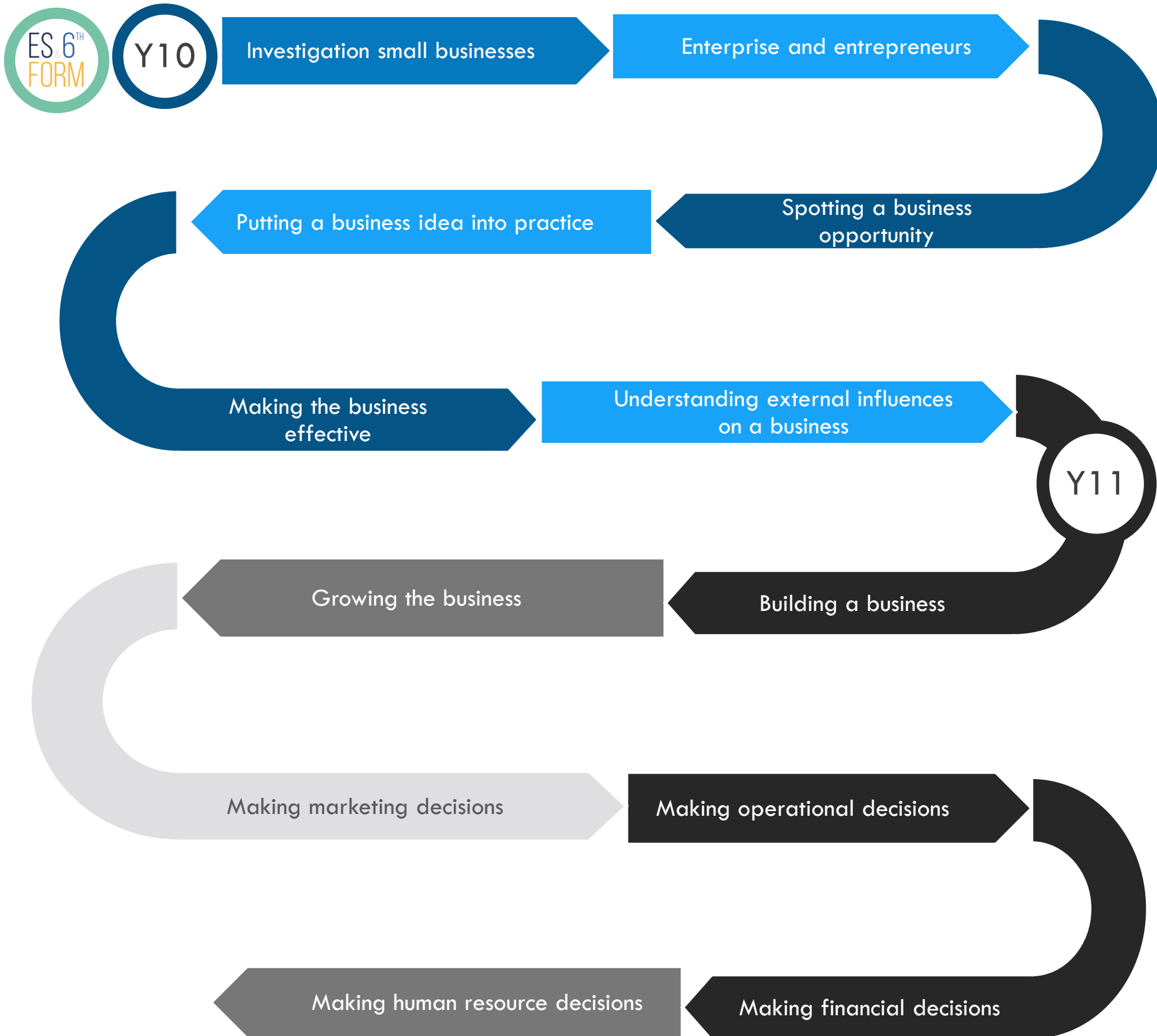


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Y10

Dynamic nature of business

Role of business enterprise

Competitive environment

Market research and segmentation

Aims and objectives

Revenue, costs and profit

Sources of finance

Cash and cashflow

Business ownership, franchise and limited liability

Location

Business plan

Marketing mix

Stakeholders

Technology used by businesses

Economic climate and external influences.

Legislation

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Y11

Business growth

Changing aims and objectives

Competitive environment

Globalisation and international trade

Ethics and environmental considerations

Using the marketing mix

Quantitative business data

Business calculations

Making operational decisions

Managing stock

Sales process and customer service

Managing quality

Making HR decisions

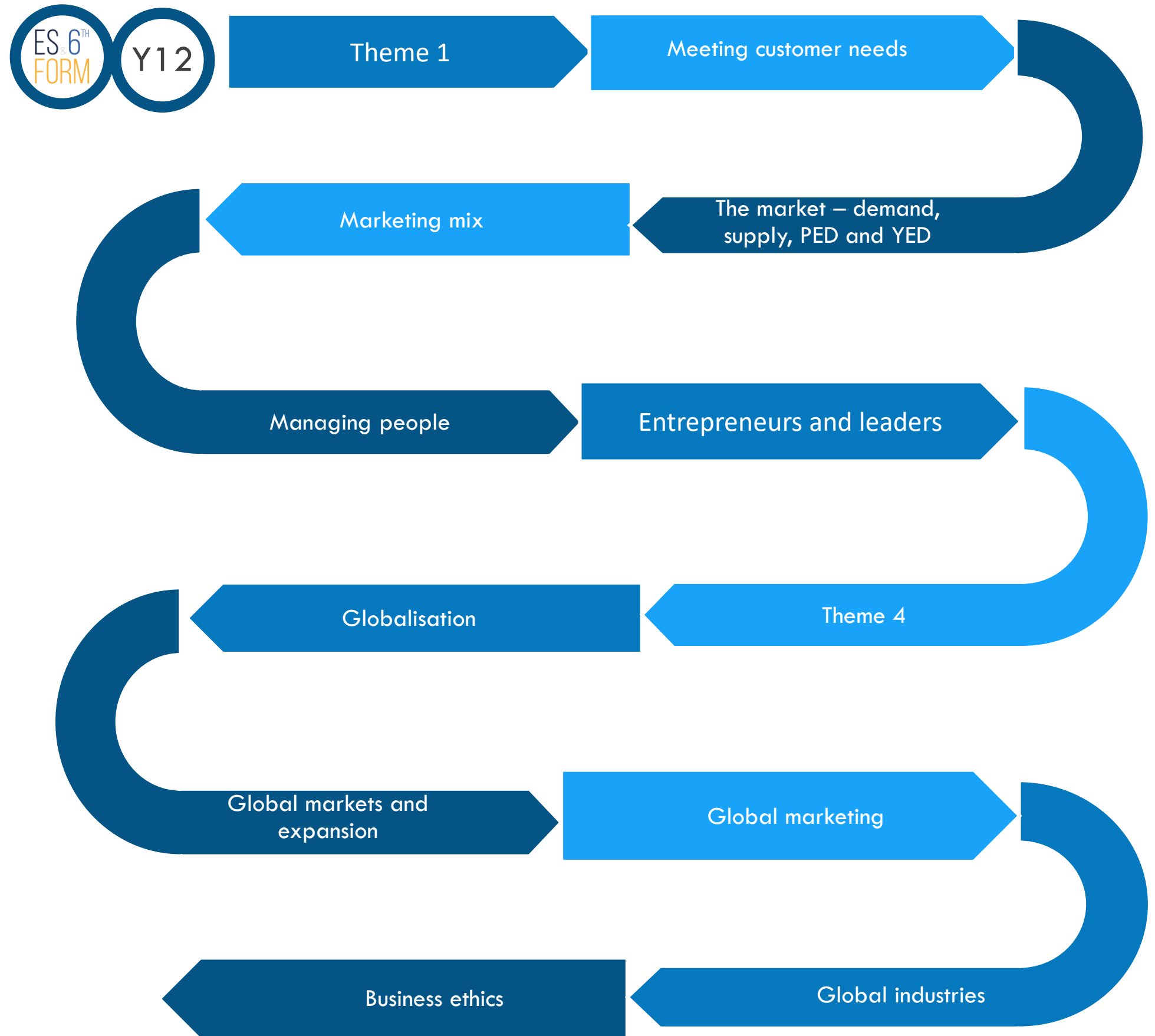
Effective recruitment

Motivation in the workplace.

Training and developing employees

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Y13

Theme 2

Raising finance



Managing Finance

Financial planning



Resource management

External influences



Corporate objectives and strategies

Theme 3



Impact of external influences

Business growth



Influences of business decisions

Decision making techniques

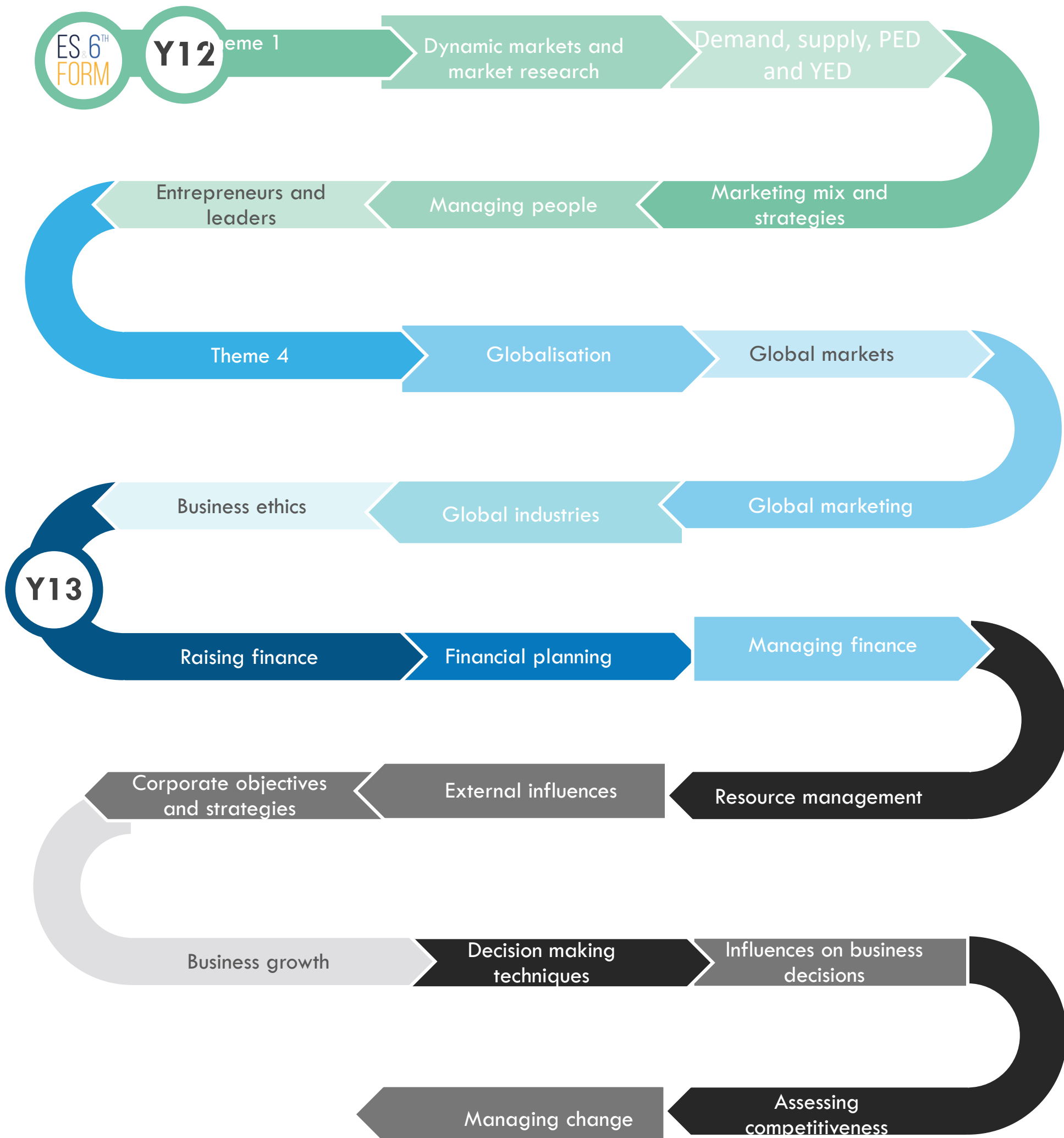


Assessing competitiveness

Managing change

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Y10

Component 2

Enterprise and entrepreneurs

Produce, deliver and present the micro enterprise

Choosing and planning a micro enterprise



Component 1

Marketing

Y11

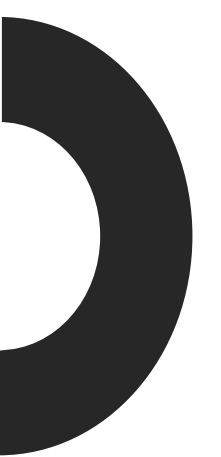
Market research and customer needs

Component 1 continued



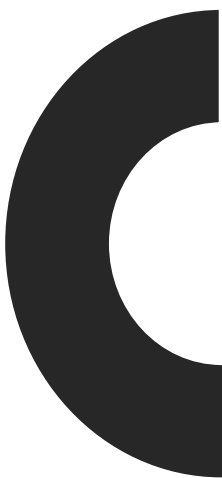
Marketing mix and marketing methods

Finance



Financial planning and forecasting

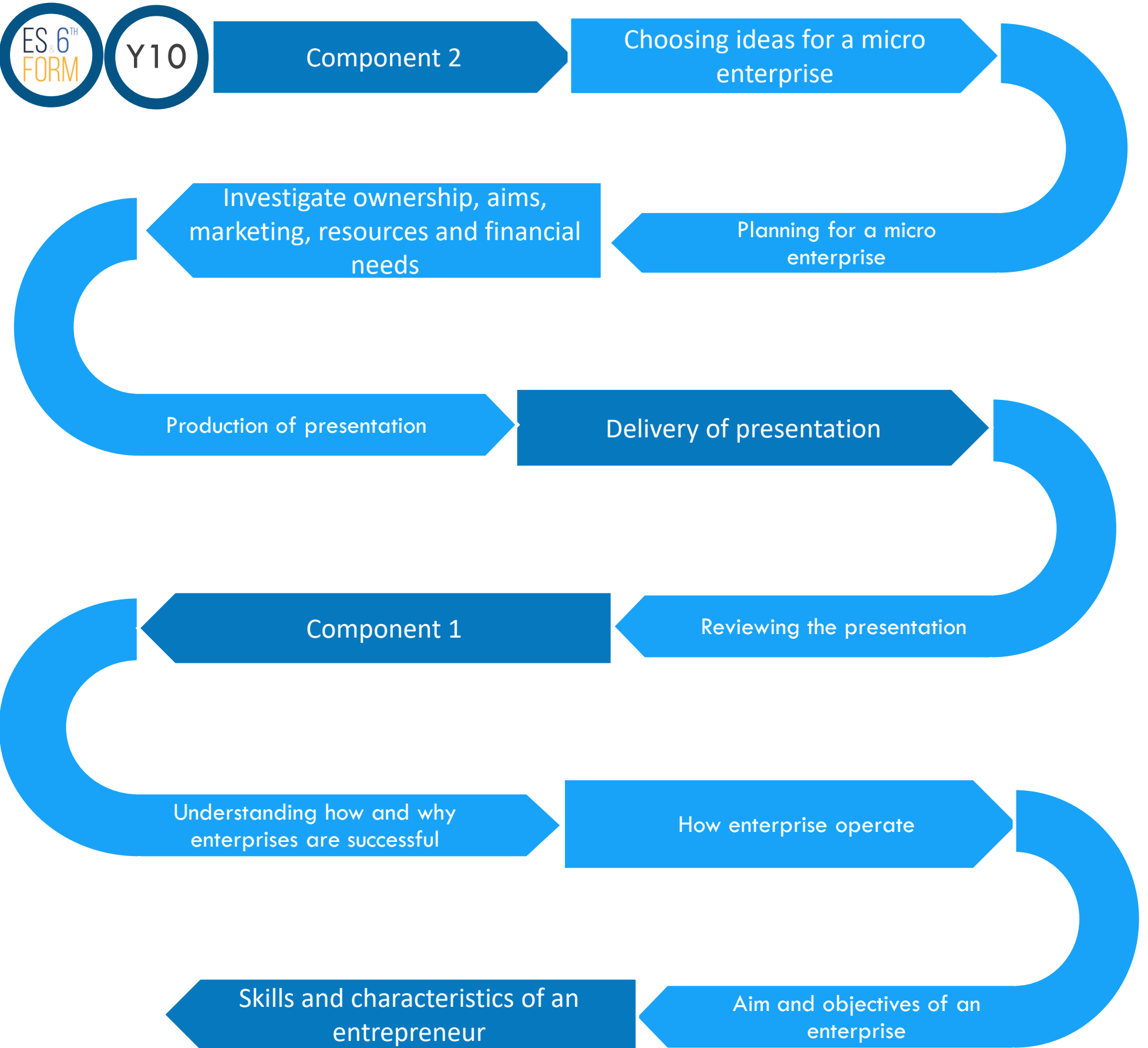
Financial documents and statements



Profit and loss, sources of finance.

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Y11

Continuing component 1

Market research



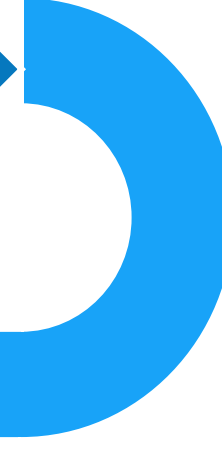
Competitor behaviour

Customer needs



PESTLE and SWOT

Component 3



Segmentation

Marketing



Marketing mix

Marketing methods



Financial documents and statements

Finances



Profit and liquidity

Financial planning



Sources of finance

Financial forecasting

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Y10

Unit R068

Design a business proposal



Market Research & Identify customer profile

Develop a product proposal, review financial viability



Unit R069

Market & Pitch a business proposal



Y11

Unit R069 continued

Develop a brand identity and create promotional campaign



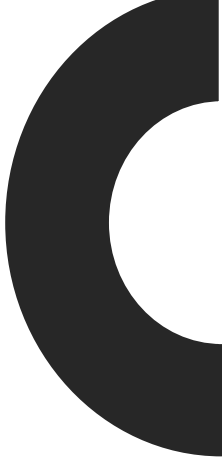
Plan, pitch and review business proposal

Unit R067



Characteristics, risk & reward

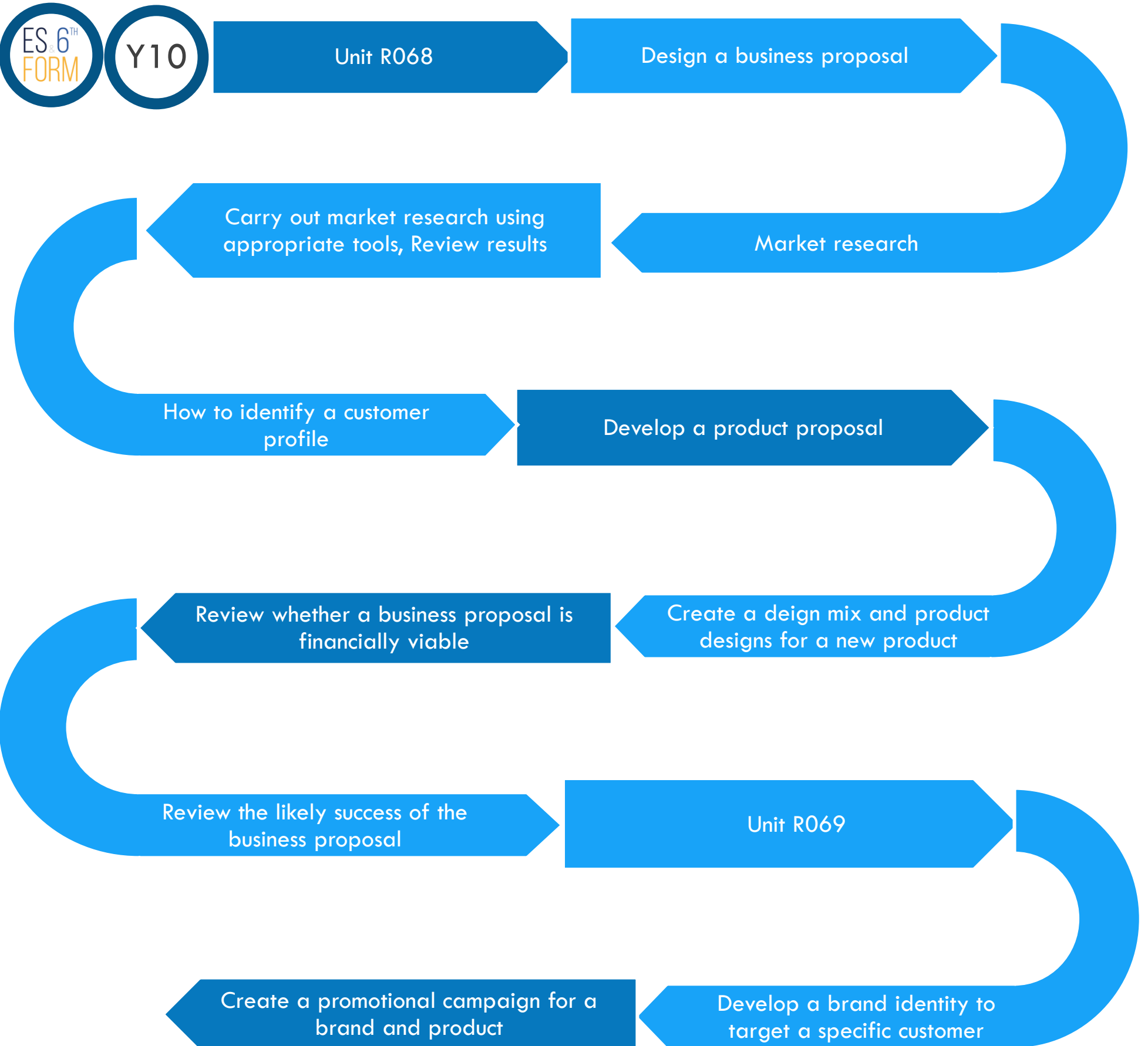
Market research and financial viability



Marketing mix and Factors to consider when starting up

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Continuing Unit R069

Plan and pitch a proposal



Review a brand proposal, promotional campaign

Use and development of presentational skills



Unit R067

Characteristics, risk and rewards



Primary & Secondary Market Research

Purpose of market research



Market segmentation

What makes a product financially viable



Break even & cash flow

Revenue, costs & profit



Marketing mix

Pricing strategies



Support for enterprises

Factors to consider when starting a business

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