

BTEC Tech Award in Enterprise



Mr Flanagan & Ms McGowan

Why Should I Study Enterprise?

- If you are interested in being an entrepreneur and owning your own business in the future?
- You want to be hands on in completing market research for your own enterprise idea?
- Investigate how businesses use the marketing mix to meet customers needs and understand competitors?
- You like solving financial equations and forming ideas on how to improve business finance?
- Want to know how the outside world affects the way businesses make decisions?



TOP 20 HIGHEST PAYING JOBS IN 2019

JOB TITLE	Avg. annual salary	% change from 2018
Chief executives and senior officials	£156,209	4.6
Air traffic controllers	£93,955	1.7
Marketing and sales directors	£93,372	4.8
Legal professionals*	£90,791	8.4
Financial managers and directors	£87,855	0.6
Aircraft pilots and flight engineers	£86,204	10.2
Dentist	£82,839	x
Doctors	£79,767	-2.4
IT and telecommunications directors	£79,260	-6.8
Advertising and PR directors	£72,139	7
Managers and directors in finance	£71,905	-9.5
Functional managers and directors*	£70,438	-5.7
Manufacturing managers and directors	£62,621	2.5
Mining and energy managers and directors	£62,083	4.8
Senior police officers	£59,375	-2.6
Train and tram drivers	£57,904	6.7
Purchasing managers and directors	£57,663	2.2
Managers and directors in construction	£57,003	4.4
HR managers and directors	£56,943	-0.1
Tax experts	£56,627	3.7

*Not elsewhere classified

What Skills do I need in Enterprise?

- **Passion about Business**
- **Organisation**
- **Motivated to work independently**
- **Good at writing reports**
- **Analyse information to make own judgements**
- **Able to meet deadlines/work in exam conditions**
- **Creativity/intuition**
- **Good research skills**
- **Good IT Skills**

What Will Enterprise Lessons Be Like?

There will be a mixture of teacher led content, class discussions, individual creativity working on coursework.

- You will be taught theory – teacher led
- This will be applied to a business context – teacher and class discussion/videos
- You will then write up coursework to show understanding of theory – student coursework- this will start straight away in Year 10 so you need to be ready from the beginning
- Exam practice questions



How Will I Be Assessed?

How will my work be assessed?

- The course will be assessed by a combination of internal and external assessments over the course of year 10 and 11. Set Assignment tasks will be completed in Year 10 and practice assignments will start within the first term of lessons.
- All Set Assignments will be completed in lesson time under exam conditions with all tasks completed at the same time within a working Assessment Window:

Component 2: Feb – May Year 10 (2 Tasks)

Component 3: Exam Jan/Feb Year 11

Component 1: Feb – May Year 11 (3 Tasks)

What Does Work Look Like In Enterprise

Work will consist of large projects of coursework in Yr10

Component 2 Feb – May (2 tasks)

Component 2: Planning for and Pitching an Enterprise Activity - Internally assessed (30% of the total course).

The assignment will take approximately 6 hours of monitored preparation and 7 supervised hours to complete. Internally assessed (30% of the total course).

Task 1 – Plan a micro enterprise activity (Template provided)

Executive Summary: Overview of your enterprise	Operations: Product features and pricing strategy	Promotion: How will you sell your product?	Resources: Physical and human	Resources: Financial																																																																																																																		
<p>Enterprise opportunity: What is the need for your enterprise, and how will your enterprise serve this need?</p>	<p>Features of the product</p> <table border="1"><tr><td>Name of product:</td><td></td></tr><tr><td>Description of product:</td><td></td></tr><tr><td>Retail price of product:</td><td></td></tr><tr><td>Cost of raw materials for each product:</td><td></td></tr><tr><td>Benefits of the product:</td><td></td></tr><tr><td>Unique selling points of the product:</td><td></td></tr><tr><td>How the product's features help to meet your aims:</td><td></td></tr></table> <p>Pricing strategy</p> <table border="1"><tr><td>Type of pricing strategy:</td><td></td></tr><tr><td>Selling price:</td><td></td></tr></table> <p>Where will you be selling, and why?</p>	Name of product:		Description of product:		Retail price of product:		Cost of raw materials for each product:		Benefits of the product:		Unique selling points of the product:		How the product's features help to meet your aims:		Type of pricing strategy:		Selling price:		<p>How are you going to promote your product?</p> <table border="1"><thead><tr><th>How?</th><th>Why?</th><th>Cost effectiveness</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table> <p>Business website (optional):</p> <p>Business social media (optional):</p> <table border="1"><thead><tr><th>Provider</th><th>Name</th></tr></thead><tbody><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></tbody></table>	How?	Why?	Cost effectiveness										Provider	Name									<p>Physical resources</p> <table border="1"><thead><tr><th>Physical resources</th><th>Description and how they will be obtained</th><th>Estimation of costs</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table> <p>Human resources</p> <table border="1"><thead><tr><th>Human resources</th><th>Description and how they will be obtained</th><th>Estimation of costs</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table>	Physical resources	Description and how they will be obtained	Estimation of costs																Human resources	Description and how they will be obtained	Estimation of costs																<p>Resources: Financial</p> <p>The table below will help you work out your costs. It should include all the costs associated with getting your business going, including marketing, room hire, etc.</p> <table border="1"><thead><tr><th>Start-up costs</th><th>Running costs</th><th>Production costs/ cost of sales</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table> <p>Financial information: Costs and revenue information for break-even</p> <table border="1"><thead><tr><th colspan="4">Costs and revenues for enterprise name</th></tr></thead><tbody><tr><td>Number of units</td><td></td><td></td><td></td></tr><tr><td>Sales revenue</td><td></td><td></td><td></td></tr><tr><td>Fixed costs</td><td></td><td></td><td></td></tr><tr><td>Total costs</td><td></td><td></td><td></td></tr></tbody></table> <p>Break-even calculation</p>	Start-up costs	Running costs	Production costs/ cost of sales																Costs and revenues for enterprise name				Number of units				Sales revenue				Fixed costs				Total costs			
Name of product:																																																																																																																						
Description of product:																																																																																																																						
Retail price of product:																																																																																																																						
Cost of raw materials for each product:																																																																																																																						
Benefits of the product:																																																																																																																						
Unique selling points of the product:																																																																																																																						
How the product's features help to meet your aims:																																																																																																																						
Type of pricing strategy:																																																																																																																						
Selling price:																																																																																																																						
How?	Why?	Cost effectiveness																																																																																																																				
Provider	Name																																																																																																																					
Physical resources	Description and how they will be obtained	Estimation of costs																																																																																																																				
Human resources	Description and how they will be obtained	Estimation of costs																																																																																																																				
Start-up costs	Running costs	Production costs/ cost of sales																																																																																																																				
Costs and revenues for enterprise name																																																																																																																						
Number of units																																																																																																																						
Sales revenue																																																																																																																						
Fixed costs																																																																																																																						
Total costs																																																																																																																						
<p>Target market: Who will you sell to?</p>																																																																																																																						
<p>Describe your main good(s) and/or service(s):</p>																																																																																																																						
<p>Given budget £</p>																																																																																																																						
<p>Projected trading window profit £</p>																																																																																																																						

What Does Work Look Like In Enterprise

Work will consist of large projects of coursework in Yr10

Component 2 Feb – May (2 tasks)

Component 2: Planning for and Pitching an Enterprise Activity - Internally assessed (30% of the total course).

Task 2 – Pitch an enterprise idea (Approx 6-10 slide PowerPoint with supporting notes)

Evidence of Pitch 1: PowerPoint

The screenshot shows a PowerPoint presentation for 'Handmade by Hannah'. The title slide features the business name and a logo. The next slide is titled 'MY BUSINESS IDEA - BUNTING' and includes a list of bullet points: 'Location - White Primary School Car and Table Sale', 'Timing - Two Saturdays per month for 12 weeks', 'Research - 60% of survey responses said they would look to purchase with items in the sale', and 'Resources - Hannah and Poppy'. The following slide is titled 'On the first and third Saturday of each month there is a table top and car boot sale in a local primary school hall and carpark. The sale hosts up to 80 cars/pitches, it is well attended with over 300 visitors the event each time it is held. The sale is very well established and you are charged a small fee for the pitches, in the hall it costs £10 per table. This I saw would be a prime location to consider starting my own business. There is waiting list for the tables so I have pre-registered for three months starting in 6 weeks time. I visited the site to analyse the competition and no other trader offered these products but there were 10 stalls which sold goods which would complement my product and I could see these stalls had a steady stream of potential customers making enquiries and there were sales being made.' The next slide is titled 'When I visited the site I had designed a questionnaire that I asked people if they would be prepared for me to send it to them. 18 people completed my questionnaire and I was able to find out that over 60% of customers attending the sale are considering purchasing craft items and the number increases when you add those interested in homecare. Other secondary research showed that there is an appetite for these types of products and overall the average price was considerably higher than I expected.' The following slide is titled 'In terms of resources I will need some physical resources, most I have for example the sewing machine and I have an initial stock of the materials, other materials and consumables are needed which I have calculated the start up costs to be £114. I am aware this is a labour intensive task but it is something I enjoy, I am organised and have the support of family members who also enjoy making textiles and they may be prepared to help. I have good communication skills and am passionate about these handmade products so feel I could do a good job selling them. I can work on a plan to prepare as much of the items e.g. cutting in one go which would speed up the processing time. Products can be prepared in advance, stored and reused as there is no expiry date. I am also certain it would be a success as currently handmade/sourced local products are trendy and websites specialising in bespoke handmade gifts and items such as Etsy are very popular so a customers having the ability to see my products, feel the quality and make a face to face order I think will be popular. Additionally there is potential opportunity to also sell these items via an online method in addition to the table top sale using social media or a site such as eBay.' The next slide is titled 'Good morning/afternoon. My name is Hannah and I would like to pitch you my business idea 'Handmade by Hannah' which is a quality service offering beautiful handmade bunting for all occasions. The bunting could be made for Christmas, weddings, baby showers or simply as home decorations. The customers can choose to buy from a selection of pre-made pieces or order bespoke designs. The element of bespoke and customisation is a USP.' The following slide is titled 'The storyline for the business is 'Happiness is Handmade'. The business idea was developed as a result of considering three potential business ideas. This idea was chosen as the best idea as I have experience of making these items before as gifts and for my bedroom. I am passionate about these handmade products and all things craft so feel I could do a good job selling them.' The final slide is titled 'Thank you'.

MY BUSINESS IDEA - BUNTING

- Location - White Primary School Car and Table Sale
- Timing - Two Saturdays per month for 12 weeks
- Research - 60% of survey responses said they would look to purchase with items in the sale
- Resources - Hannah and Poppy

On the first and third Saturday of each month there is a table top and car boot sale in a local primary school hall and carpark. The sale hosts up to 80 cars/pitches, it is well attended with over 300 visitors the event each time it is held. The sale is very well established and you are charged a small fee for the pitches, in the hall it costs £10 per table. This I saw would be a prime location to consider starting my own business. There is waiting list for the tables so I have pre-registered for three months starting in 6 weeks time. I visited the site to analyse the competition and no other trader offered these products but there were 10 stalls which sold goods which would complement my product and I could see these stalls had a steady stream of potential customers making enquiries and there were sales being made.

When I visited the site I had designed a questionnaire that I asked people if they would be prepared for me to send it to them. 18 people completed my questionnaire and I was able to find out that over 60% of customers attending the sale are considering purchasing craft items and the number increases when you add those interested in homecare. Other secondary research showed that there is an appetite for these types of products and overall the average price was considerably higher than I expected.

In terms of resources I will need some physical resources, most I have for example the sewing machine and I have an initial stock of the materials, other materials and consumables are needed which I have calculated the start up costs to be £114. I am aware this is a labour intensive task but it is something I enjoy, I am organised and have the support of family members who also enjoy making textiles and they may be prepared to help. I have good communication skills and am passionate about these handmade products so feel I could do a good job selling them. I can work on a plan to prepare as much of the items e.g. cutting in one go which would speed up the processing time. Products can be prepared in advance, stored and reused as there is no expiry date. I am also certain it would be a success as currently handmade/sourced local products are trendy and websites specialising in bespoke handmade gifts and items such as Etsy are very popular so a customers having the ability to see my products, feel the quality and make a face to face order I think will be popular. Additionally there is potential opportunity to also sell these items via an online method in addition to the table top sale using social media or a site such as eBay.

BUSINESS AIMS

- 01 Create high quality contemporary crafts, to be the best quality they will have full seams so they are more likely to last longer and would survive being washed. If customers see the quality then I am more likely to make sales. I aim to delight my customers and I can do this with my hand designs but also in the availability of a bespoke service. Customers can buy pre-made bunting or they can make a pre-order for any words they want. The colours and designs can be selected from what fabrics are on offer. I also aim to break even by the second event, then aim to make a profit. Now I have started to talk about money lets look at the finance. I am going to raise the profile of my business using Facebook as the sale has in events page and I can post images of the products in there in advance to attract customers. I will also have a Pinterest pages and Instagram as there are suitable social media platforms for craft items. I will ensure I photograph my products and I will encourage customers to leave reviews on the Facebook page a business page can be set up for free this site makes it very cost effective and a suitable way to appeal to my target market. I believe most customers will be female, over 25 and have a certain level of disposable income and the social media sites Facebook and Pinterest are popular with people who are active based on research.
- 02 Develop a brand name and logo for my business.
- 03 Average price of my products, £10 for the bunting.
- 04 Marketing plan to promote my business.

FINANCE CONTINUED

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Handmade by Hannah	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Costs	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Profit	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Handmade by Hannah	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Costs	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Profit	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Handmade by Hannah	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Costs	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Profit	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0

To create my cashflow forecast for the months I am preparing my products for sale and trading there had to be a few assumptions made. I have assumed three bespoke orders will be placed per boot and table top sale. I will attend two sales per month February, March and April. The average cost of a bespoke design is £16. This means that 50% will need to be paid upfront. I will arrange to take these items to the next sale and collect the rest of the payment. This means orders at the first sale in February will be fulfilled in the second sale in February, orders made in the second February sale will be fulfilled in the first sale in March and so forth. The orders made in the second April sale will be fulfilled in May. 36 items will be made in advance of the first sale - I have enough existing stock of materials and in the start-up purchases do this, I will need to purchase additional resources to meet the bespoke orders at a cost of £3.07 per banner, in addition to the three bespoke orders I hope to make I am aiming to sell 6 pre-made banners per sale at the selling price of £5.

My sales projections are conservative and I will try to meet these targets can be made by considering my designs, for example I will have Easter items available for the first sale and will look to produce generic messages such as happy birthday and congratulations to have a wide appeal but people can place a bespoke order for more personalised messages. If the sales projections are met then I will finish trading with a closing balance of £515.74.

I am so confident about my business success that I am going to fund the start up costs using my own savings. I have made a request for a community grant from a local business for £55 and am hopeful that I will receive this as they support activities such as mine.

Handmade by Hannah

ANY QUESTIONS?

I think my business will be a success as all projections show there is an appetite for this type of product and the market research shows that the price I intend to charge meets the expectations for the prices customers would be prepared to pay from the research I conducted. My business will be effective because I am passionate about the product and the business is something that I am interested in and I believe in the product and the quality will speak for itself. The location has good sales potential and the business could grow with an online presence. I hope you enjoyed my pitch and I am very happy to take any questions about my business idea.

What Does Work Look Like In Enterprise

Work will consist of large projects of coursework in Yr11 Component 1 Feb - May (3 tasks)

The assignment will take approximately 6 hours of monitored preparation and 5 supervised hours to complete. Internally assessed (30% of the total course).

Task 1 - Examine the characteristics of enterprises: Research two business and write a report on business characteristics and how this leads to an enterprise success or failure (approx. 10 pages)

Using the findings of your research, write a report that is split into the following **three** sections.

Section A: The purpose, activities and aims of two contrasting local enterprises

In this section you should give a comparison of the purpose, activities and aims of **two** contrasting local enterprises. For each enterprise, this should include:

- the characteristics of the enterprise, for example:
 - whether it has a physical location, is online, or both
 - the type of ownership and number of people who run it
 - the number of people it employs
- the purpose of the enterprise, for example:
 - its aim(s) and objectives
 - the range of goods / services it provides
 - how it approaches wider ethical responsibilities.

This will consist of independent research by students to gather data by questionnaire to identify key information on all 3 topics to help them write their report.

Section B: The entrepreneurs who run these enterprises

In this section, give a detailed description of the entrepreneurial characteristics and skills demonstrated by the entrepreneur(s) in each of the selected local enterprises. This should include:

- the entrepreneur's reasons for starting their own enterprise
- the mind-set that the entrepreneur has needed to display
- the skills of the entrepreneur.

Section C: How the characteristics of the enterprise and the entrepreneur have influenced it achieving its main purpose

In this section you need to focus on **one** of the local enterprises selected in section A and B.

For the selected enterprise, present a careful consideration of the extent to which the characteristics of the selected enterprise and the entrepreneur(s) who run it have contributed to its levels of success or failure. This will include:

What Does Work Look Like In Enterprise

Work will consist of large projects of coursework in Yr11

Component 1 Feb - May (3 tasks)

Component 1 Exploring Enterprises - Internally assessed (30% of the total course).

Task 1 - Examine the characteristics of enterprises: Research a FOR-PROFIT MICRO ENTERPRISE characteristics and how this leads to an enterprise success or failure (approx. 10 pages)

Enterprises- success or failure

I have studied two local enterprises the first being Slattery and the second being Let's Vape Mr.

Task 1

Slattery:

Slattery is a patisseries and chocolatiers which offer bespoke celebration and wedding cakes. The business first started in 1967 when a shop was opened in Crumpsall creating a niche market which was something the supermarkets couldn't do but then the owners decided they wanted to expand. Therefore they opened another shop in Prestwich Precinct which was successful for a few years however it was over ran by the supermarkets, Tesco and Sainsbury. Thus, they shut down the shop in Prestwich and opened one in Whitefield alongside the Crumpsall shop which closed in 2012, leaving their shop in Whitefield as the only Slattery remaining.

Slattery is a private limited company as it has one owner being John Slattery who works alongside three directors who are, his sister Anne and her husband Steve as well as John's daughter Laura. Slattery, being a limited company, does have its advantages as this means that John can take on investments without risk to his personal wealth meaning John has limited liability.

Also having a limited company means that John has a separate entity therefore if he or the directors were to retire or die, this would ensure the business would continue and guarantee the employment of staff. However, there are some disadvantages with having a private limited company for example ownership and control are separated as John must confer with his shareholders in order to make a decision to make any changes to the business.

John loves having this business as he always had a passion as well as the skills for confectionary; in particular he thoroughly enjoys decorating celebration cakes especially when working with chocolate. Also this justifies the amount of hours- 13hrs- per day John works as we can see the commitment he has within the business just by this statistic. John has a total of 94 staff which is a considerable difference from when the business first started as then the total employees was around six members of staff.

Between the staff there are 36 different jobs, for example: waitressing, cleaning, decorating, cleaning, baking etc. Slattery is a very ethical business and a big factor of this is because of the way John treats his staff as he sees all his staff as family and pays them above minimum wage. All staff is treated like family and in return this means that the staff treats John with loyalty with a large number of members of staff spending their whole working life being employed by Slattery's.

Slattery's is currently located at 197 Bury New Rd, Whitefield, Manchester M45 6GE. This is a very good location for this particular business because it lays on a busy road which cars and people pass every day.

Also the population of Whitefield is estimated to currently be 21,147 with a proportional value of male to females who vary in age range which is advantageous to the business as they have something for everyone.

However, the main problem Slattery faces at the moment is the size of the car park as there are not enough spaces for the amount of people who come to Slattery. But in order to solve this problem they are going to use some of the refurbished space from bury medical centre in order to create more space.

In regards to the current building³ John bought the building for £900,000. He then knocked down the 12 stables in the back and built a new kitchen, developing space for the chocolate school.

For the dining room, John built a 2 story extension thus it went up from 66 to 150 seats. Overall, the new building was 14000 square feet, but it cost £2.4 million to move premises which left him in £1.4 million of debt when he opened the new premises in 2004.

Moreover, although there aren't many cake shops within this vicinity Slattery's main competition are the supermarkets especially Morrison's as it is only 0.8 miles away from Slattery's location. This is competitive as these supermarkets are very convenient purely because they are opened everyday for 24 hours which of course is something John is unable to provide with his business.

Not only does Slattery have a physical presence but they also have an online one. They have a website which sells cakes, chocolates and sweet gifts, as well as advertising their chocolate course they offer. Alongside their website⁴ Slattery also have many social media accounts on platforms like Facebook, Instagram and Twitter which is very beneficial to the company when it comes to advertising as the cost is minimal and the market is international. The best time of year for this business is Christmas and Easter as many people will want to be inside for hot drinks in the winter and Easter is a known time for having



Further Population Figures:

Gender (2017)

Gender	Population
Male	10,192
Female	10,955

Age Groups (2017)

Age Group	Population
0-17 years	4,702
18-64 years	12,579
65+ years	3,865



chocolate therefore Slattery's took advantage of this factor in order to increase profit. John showed how innovative he was during the Easter period of 2018.


He made a number of Easter eggs and one of which was a 'sorting egg'⁵ which was a black chocolate egg with a lightning bolt and a wizard's hat. An image of the egg was put on the mentioned social media platforms as a poll for which egg was the best and the person who won received the egg.

The fact that it was so popular and was on social media got the local press interested like MEN and Bury times. People wanted the egg so much they came from places like Bournemouth and Newcastle to the shop as they could only buy it from the shop because the egg was too fragile. This was very good for business because when these people came to the shop they also bought more products over the Easter period all through the grand power of social media.

This showed how John was innovative as an entrepreneur as he always works hard to come with new ideas, he follows the trends that are happening and uses these to create new ideas in chocolate and cakes. John has always been passionate about anything sweet and this is shown in how he has dedicated he has always been to Slattery's as he has devoted his entire life to the enterprise.

Overall, John's main aim for Slattery is for it to be a destination business. He doesn't want his shop to be yet another cake shop as he wants it to feel like an experience for the customers so that they will want to come to Slattery at least once in their lives. As we can see Slattery is an immensely successful business which we can conclude just by observing the amount of people who walk in and out of the shop on a daily basis.

The highest selling item on the website is the gift vouchers as customers want to come to Slattery's for an experience so they use these vouchers to use the dining room or the chocolate school. This shows another way John is innovative as he knows what his customers want and he designs items to appeal to this. However, like any business I think the success of the business does ultimately go down to the owner in this case John as it was because of his passionate characteristics that he got Slattery off the ground and also maintained it for so many years. In addition of course a lot of the success will also go to the quality of his products because if they weren't as iconic as they are the business would not get as many people travelling to experience the fantastic show of Slattery



Example shown here meets the PASS criteria of the task – much more is needed to meet the MERIT and DISTINCTION criteria for this task

What Does Work Look Like In Enterprise

Marketing and Finance for an Enterprise

Exam (Yr 11)

Component 3: Marketing and finance for enterprise - externally assessed exam (40% of the total course).

This external component builds on knowledge, understanding and skills acquired and developed in Components 1 and 2 and includes synoptic assessment. Learners will be provided with a case study of a small to medium enterprise (SME), and a series of activities to complete.

This component is assessed by a written assessment set and marked by Pearson. The external assessment will be 2 hours in length. The number of marks for the assessment is 60.

Some of the topics that are covered in this unit: lots of these have already been covered across Component 1 & 2:

Promotion

Target market

Financial document

Cash flow

Break-even

Sources of finance

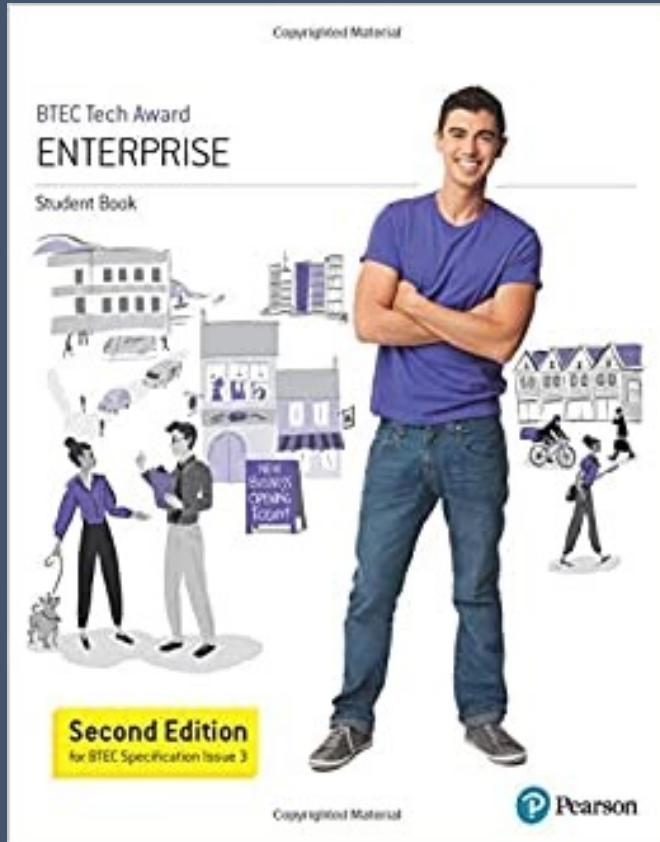
Marketing mix

Profitability

Revenue&Costs



How Do I Find Out More Details?



- Speak to the subject lead:
Ms McGowan or Mr Flanagan
- Email
mcgowane@wallingfordschool.com
- Speak to older students who
are already taking the course
in Yr 10 and Yr 11