

BTEC Tech Award in Enterprise



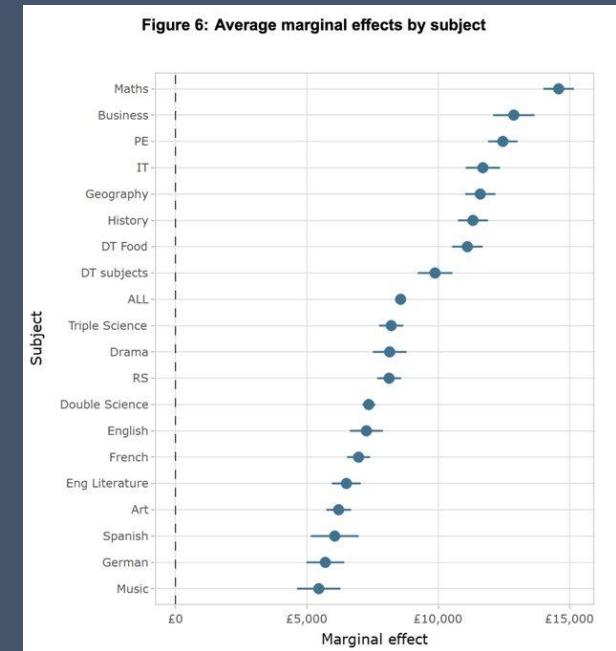
Mr Flanagan & Ms McGowan

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?

- **Passionate 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 EXAM assessments.

- You will be taught theory – teacher led
- This will be applied to a business context – teacher and class discussion/videos/case studies
- You will then write up EXAM assessment to show understanding of theory – student EXAM assessment will start in the OCT of Yr 10 – so you will hit the ground running
- End of Yr 11 Exam - Exam practice questions, mock papers



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: OCT - DEC Year 10 (3 Tasks) 2nd Attempt for each unit

Component 1: FEB – MAY Year 10 (3 Tasks) available based on results

Component 3: Exam Jan/Feb Year 11 (has to be at the end)



What Does Work Look Like In Enterprise

Work will consist of large projects of coursework in Yr10 Component 2 OCT – DEC (3 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 – Research into 2 business ideas

Section 2 – My 2 potential business ideas:

My first business idea will be modelling in blender. I have experience in blender and it would also benefit me too since it would give me extra practice. I will also be able to easily create a variety of different models fairly quickly and can assure medium quality. All models will be the same price, no matter how big the task or how small it is at the start to get people buying my services. It will take no resources to start other than time since I already have everything needed such as a pc and will cost almost nothing financially as the software for the modelling is free online. This can easily be done after school and at home. If the customer was not happy with the product, I can either restart or cancel their request. I will make sure the customer confirms they are happy about the product after I've finished with the product for payment so this removes the complications of refunds. This business idea is a growing one because the need for 3d models is growing especially in youtube, instagram and tiktok as people want to show off ideas in different ways and blender can help you create unique logos, designs and images more than what photoshop and other software pieces can do.

My second business idea will be video editing. I also have experience in video editing since I used to do gaming youtube videos and gained 100 subscribers in the first month with 1k+ views. It will be easy and straightforward, they will just send me the video for editing then tell me what they are looking for then I will make it to the best of my ability. I have watched many tutorials for different effects that many professionals use and I have been practising this when I was editing my and my friends' videos as well. I have also edited videos and got requests from family for well wisher videos and birthday clips. This will have absolutely 0 cost because I have everything I need already as I already have a camera and the video editing software-i use is free like the modelling idea. This can easily be done after school. The similar thing will work with this too, you will only pay after I've finished which will encourage people to purchase my services. Many online editors charge for edits to work but since I may offer unlimited edits, until they are happy, I can get more loyal customers'.

Section 4 – My questionnaire and data from results

3d modelling

From looking at the questionnaire results I have found out that not many people like the idea. This is because 95% of people said they would only spend 0 to £5 on the 3d modelling and 100% of people would get it as a gift. This shows me that people might only get it if it's cheap and only as a gift so this means that it might not sell every week or month because it depends on when the gifts need to be given. This is not a consistent people did say that they would buy models that were designed for weapons and buildings which I can do in blender without too much worries as I've done this sort of work before in school and at home. 60% of the people I asked were 16-25 years old so they are my target audience for this idea and since many said they would only get it as a gift means they might not really get it or even only get it once a year. Also 55% of people said they would spend 0 to £10 on gifts but 95% of people said they spend on 3d models. This shows they are not that interested in the idea.

Section 5 – Secondary Research.

From my secondary research I have found out that feltham has high levels of level 4 qualifications. A level 4 qualification is people who have degrees. This means that people in feltham will have high paying jobs which means more money to spend on things they like. This is important to know because I am starting by selling my business idea in feltham while I sell online. Having people with high paying jobs means they can spend on things they do not need, which is important because my business ideas are not always needed. Also, the level of qualification for level 4 is above the national average which shows they are better educated than the average citizen in England. This means they are going to better use and like my services because of the technology I will use.

Also the biggest employer in the area is Heathrow which means that people have a mix of low skill and high skill jobs. This means people from all skills can be targeted for my chosen business idea which means I can be a bit more broader in appealing to different skill levelled professionals. Some skilled professionals might like my designs more for their businesses or work. Some less skilled people might like my designs for their Instagram or other socials.

QUALIFICATION	HOUNSLOW	ENGLAND
No Qualifications	17.3%	22.5%
Level 1	11.7%	13.3%
Level 2	11.5%	15.2%
Apprenticeship	1.7%	3.6%
Level 3	9.8%	12.4%
Level 4	34.6%	27.4%
Other	13.4%	5.7%

<https://www.ilivehere.co.uk/statistics-feltham-hounslow-13177.html>

Section 6 – My final choice:

My final business idea will be video editing. After conducting my research, I have discovered, over the recent years there has been an increase in people who want to become content creators or artists that require heavy video editing. As there is an increase in artists, the demand for video editors will also increase. However, these new artists would obviously be extra cautious because they are new to the industry. They will most likely go for a cheaper editor and that follows the reason why my price is so low. Also I have had a look at competition online and some charge from £8 for 1 video to £100+ for 1 video. I will therefore have a price advantage over my competitors. Each person has different skills but it shows it can still be profitable if I can get people buying my services because the cost to do it is low and I already have the skills by already doing video editing for friends and family.

<https://www.fiverr.com/categories/video-animation/videoediting?source=glg> sub category link

Since feltham demographics is changing and more young people are in the area and are getting more qualifications some of these people will want to get more sources of income or care about their online socials for likes and clips. This means younger people are more likely to purchase my services especially if I set the prices low enough that people will buy one service and then return for more content creation.

Also since the area of feltham and England is changing, businesses are growing and the industry is changing as new industries are growing which means more change of possible business contacts, so I can target businesses and also people increasing possible profit levels.

From my survey I have found out that there is an interest for video editing in Feltham but also a growing interest around the world where more people are trying to be influencers and also post new videos online about things. Even people in the local area may even get video editing as a gift for their friends and family. This is a growing area and since the more of this type of work, the better I become, this means I have a skill that can grow even further in terms of ability which can also start charging more. This is a greater incentive for me to do it than the other ideas.



What Does Work Look Like In Enterprise

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Task 2 – 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></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></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></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>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></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> <table border="1"><tr><td></td></tr></table>	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				
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Task 3 – Pitch an enterprise idea (Approx 6-10 slide PowerPoint with supporting notes) –

You will have to record yourself presenting and critique your performance

Evidence of Pitch 1: PowerPoint

The screenshot shows a PowerPoint slide with the following content:

- 1** Handmade by Hannah
- 2** MY BUSINESS IDEA - BUNTING
- 3** BUSINESS AIMS
- 4** FINANCE
- 5** FINANCE CONTINUED

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 strapline 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 crafts so feel I could do a good job selling them.

MY BUSINESS IDEA - BUNTING

- Locations - Wilson Primary School Car and Table Sale
- Timing - Two Saturdays per month for 3 months
- Risk/return - 60% of survey responses said they would look to purchase and return to the site
- Risk/return - Home and Physical

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 stalls/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 is an ideal 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 good which would complement my product and I could see these stalls had a steady stream of potential customers making enquires 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 65% of customers attending the sale are considering purchasing craft items and this number increases when you add those interested in home decor. 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. My organisation 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 successful 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 customer 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 Quality handmade gifts, homeware and all items
- 02 Enable customers to purchase in person
- 03 Average price £10-15 per item
- 04 Marketing via social media, Facebook, Instagram

My first business aim is to create high quality contemporary crafts, to be the best quality they will have full seems 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 an events page and I can post images of the products in there in advance to attract customers. I will also have a Pinterest page and Instagram as these 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 on this site making 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 older based on research.

FINANCE CONTINUED

Item	Q1	Q2	Q3	Q4	Total
Start up costs	114	0	0	0	114
Revenue	0	1000	1000	1000	3000
Profit	0	886	1000	1000	2886
Cost of sales	0	114	114	114	342
Marketing	0	0	0	0	0
Transport	0	0	0	0	0
Utilities	0	0	0	0	0
Other	0	0	0	0	0
Total	114	114	114	114	456

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 so that, 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 £8.

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.

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 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.

MERCHANT TAYLORS' OXFORDSHIRE ACADEMY TRUST

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 a business and write a report on business characteristics and how this leads to an enterprise success or failure (approx. 10 pages)

Tasks

Task 1a – The impact of the activities carried out by the selected enterprise to its success

Choose and carry out research on one for-profit enterprise. The selected enterprise must be a micro or medium enterprise and must come from at least one of the following sectors:

- business to customer (B2C)
- goods
- e-commerce
- leisure.

Produce a response that explores the impact of the activities carried out by the selected enterprise in helping it to support its aims.

Your response must include:

- details of **at least three** specific and detailed activities carried out by the for-profit enterprise
- how each of the specific activities helps to support the enterprise's aims
- supported judgements about the impact of each of the activities in helping the enterprise to support its aims.

(12 marks)

Enterprise questionnaire

1. Which purpose would you say your business fulfils?

Producing goods Providing a service Distributing Products
Service to help others Fulfilling a business opportunity

Do you meet your purpose via a physical shop, online or both?.....

2. How big is your business classified by number of employees?

Micro: 1-10 small: 11-49 medium: 50-249

3. What ownership would you classify for your enterprise? (Circle)

Sole trader Partnership Limited liability partnership
Social enterprise Private limited company

4. Why did you decide to start your business? (circle all applicable)

Be own boss To pursue a hobby that you enjoy
The flexibility to work when and where one chooses Challenge and satisfaction
To make money Provide employment for self and others Pursue a social mission

This will consist of independent research gathered by students through a questionnaire for a chosen enterprise that meets the scenario criteria.



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: 3 Key activities, entrepreneur characteristics (mindset and skills) and how this leads to an enterprise success (approx. 10 pages)

Enterprises- success or failure

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

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 run 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.

Slattery 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.

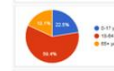
In regards to the current building! John bought the building for £930000. He then knocked down the 12 stables in the back and built a new kitchen, developing space for the chocolate school.

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 website 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 (E 2017)

Male 16,192

Female 10,955

Age Groups (E 2017)

0-17 years 4,752

18-64 years 12,259

65+ years 3,825



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' 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 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 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



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 2 – Market Research methods. Approx 5 pages

- the details and specificity of the benefits and drawbacks of primary and secondary market research methods
- the detail and specificity of the information that these methods provide about customer needs and competitor behaviour

Primary research

Ashleigh and Roy (the owners of Rosa Twelve) both see market research as important to ensure that their business is successful. Something they do often is put some of their time into dining into other Italian restaurants in Low Fell and Newcastle. This is a primary research method which is qualitative. An advantage of this is that Ashleigh and Roy can easily get to experience what it is like to be a customer of their competitors and see competition first-hand. This benefits Rosa Twelve as the owners can make notes of what the quality of food is like at the other restaurants and how it compares to Rosa Twelve, so they know their weak areas. Observing how good the service is at the competitors' restaurants is as important for the owners as observing the quality of food, so they know how quick food is served and know how polite their staff are to customers. If they can then note the structure of their competitors, it will allow Rosa Twelve to set goals of being better at certain things which they hope will allow the customers at their competitors' restaurants to change to Rosa Twelve. For example, one year ago Ashleigh and Roy visited Insieme, which is an Italian restaurant in Newcastle and the service was okay as it took 17 minutes for customers to get their food, but Ashleigh and Roy wanted to better that for Rosa Twelve, so they invested in ovens and air fryers that make food in a very short space of time. There are also disadvantages that come with this activity though as the competitor might know where Ashleigh and Roy work so give them a different experience to other customers which would mean that they gain no benefits from the visit. The competitor might not have the same target market as Rosa Twelve as well so the information could not be relevant, and the visit could turn out to be pointless and a waste of time for the Rosa Twelve owners. When we interviewed Roy, he said "Visiting other restaurants is such a useful way to find whether we are doing a good job and what we need to change, we don't always go to Italian restaurants either as sometimes other restaurants might do a good thing we can adapt. Also its an opportunity for a meal out!"

the appropriateness and support evidenced in the learner recommendations to the enterprise for alternative primary and secondary market research methods that will help provide further information about the customer needs and competitor behaviour.

An alternative research method that could be used by Rosa Twelve is a competitor analysis. Despite dining in competitor restaurants being a great way to get information, it could take a lot of time and could potentially take hours out of running Rosa Twelve for Ashleigh and Roy. A competitor analysis is a primary research method and still does take time, but it takes much less time than going out to dine. This could be a useful alternative on the days where the owners are busy, but still want to know about their competition. They are delivered by simply looking online at the way the restaurant operates. This can be done by doing things such as looking at the menu on their website, looking at data such as opening times and offers they do and also look at reviews. It is a great alternative as despite not being able to be there and experience the competitor restaurant in real life, they can still spot weaknesses by spotting gaps on the menu that the competitor does not use and can be unique by trying to be the only restaurant in the area that offers a certain dish which could attract new customers as they may spot the unique option of food and decide to go to Rosa Twelve to try it rather than competitors. If they spot consistent weaknesses while looking at reviews (e.g., poor cleaning) Rosa Twelve could ensure that they keep their restaurant clean all the time to attract the customers who are not willing to eat in an unclean restaurant and those customers could become regulars at Rosa Twelve for that reason. This is a useful research method to make Rosa Twelve stand out and is a great alternative to dining at a competitor's restaurant if Ashleigh and Roy are busy or do not want to give competitor's money. One disadvantage to this is that certain data such as review might not be recent, and the competitor could have acted on that feedback since the review was received and Rosa Twelve could then be making unnecessary changes to their restaurant whereas by

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 3 - PEST and SWOT analysis. Approx 10 pages

- the details and support offered when analysing how the political, economic, social and technological factors affect the enterprise
- the appropriateness and support evidenced in the learner recommendations to the enterprise for actions that they could take to address these factors.

Political- External Factors

It has been confirmed by the council that there will be an introduction of clean air charge in Newcastle City centre when entering specific zones. This applies to most vans and some cars that are bad for pollution in the environment. Information about this can be seen on the link: <https://newcastle.gov.uk>. This is led by the government as they try to reduce the amount of pollution in the country.

For example, if a van or car that cannot be allowed in a certain area does go into it, the driver will be fined and that happens every time they break the rule if they decide to do it more than once. This will impact Rosa Twelve.

There are benefits and drawbacks for Ashleigh and Roy (the owners of Rosa Twelve) that come with this rule. One benefit is that pollution and air quality will improve which is good for everybody as it can be bad for health and can prevent customers from going to Rosa Twelve if they are unwell. Air pollution contributes to 36,000 deaths in the UK annually which is a massive number that the government and councils are working on to reduce. Another benefit which impacts Rosa Twelve more than the last one is that customers will stay local to avoid the charge. For example, if someone who owns a car or van that cannot go into Newcastle due to pollution rules, that could prevent them from wanting to pay the fine so people living in Low Fell (where Rosa Twelve is located) are likely to go there rather than going to an Italian restaurant in Newcastle. They could make the most of this by putting menus through the doors of locals and could also put posters up in the area to ensure that people are aware that Rosa Twelve is a restaurant near to them and is one which people do not have to go into the clean air zones for.

As well as this impacting Rosa Twelve in a positive way, it can unfortunately also impact them in a negative way. One drawback is that there will be an increase in delivery charge from suppliers to cover the clean air charge. This is a bad thing as Ashleigh and Roy aim to fill their restaurant with customers every day, but if they achieve that it requires a lot of ingredients being delivered regularly and if that was to occur the delivery prices will be extremely high if the delivery vehicles are not allowed in the area they have to pass to get to Low Fell. To overcome this, I recommend that Ashleigh and Roy invest in an electric vehicle as they are much better for the environment and can cross the specific clean air zones. If they do that, over time it would mean that they make more money than they would if they do decide to pay delivery prices as their business plan is to keep it as long as they live so during that amount of time the cost of the electric vehicle would certainly be covered with delivery prices. An alternative to that would be to see if there is any farms or places where food is delivered from where the vehicle will not need to cross the clean air zones in Newcastle.

- how the strengths and weaknesses affect the enterprise
- how each strength and weakness allow the enterprise to take advantage of opportunities and minimise threats
- judgements on the impacts of the strengths, weaknesses, opportunities and threats and their effect on the enterprise.

Task 3b

Strength/Weakness ²⁷	How strength/weakness will allow the enterprise to take advantage of opportunities	How strength/weakness will allow the enterprise to minimise threat
Strength: EscapeBox has a link on its website, leading to a place where customers are free to leave reviews.	<ul style="list-style-type: none"> • This is a strength of the business as they are able to adapt products and more in order to create happier and more loyal customers. Paying for somebody to create a website or app would prove very cost-efficient as they would most likely see themselves make their money back sooner than they would have otherwise. • Customers can read the reviews from other customers 	<ul style="list-style-type: none"> • This helps by EscapeBox has been able to create seasonal sales which creates consistent profit throughout the year, minimising cash flow problems at certain times when sales not be as high. • This helps to minimise the threat that customers will use competitors as they can see the good service on offer

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



What Does Work Look Like In Enterprise

Marketing and Finance for an Enterprise

Exam (Yr 11)

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

Scenario

AC Paddleboarding

AC Paddleboarding is a micro-enterprise owned by Azem and run with a small team of instructors. It offers outdoor stand-up paddleboarding (SUP) sessions and sells SUP equipment.

SUP participants stand on an inflatable board and use a canoe-style paddle to move through the water.



The sport is accessible to all age groups and is easily adapted to suit those with disabilities.

AC Paddleboarding operates in a competitive and growing market. It operates all year round although some months have very few sales.

Azem used both internal finance and a bank loan to pay for the start-up costs of AC Paddleboarding.

(b) Give **two** internal sources of finance available to an enterprise when starting up. (2)

1

2

Azem is planning a sales promotion to try to increase brand awareness for AC Paddleboarding.

(c) Explain **two other** advantages for an enterprise of using sales promotion. (4)


1

2

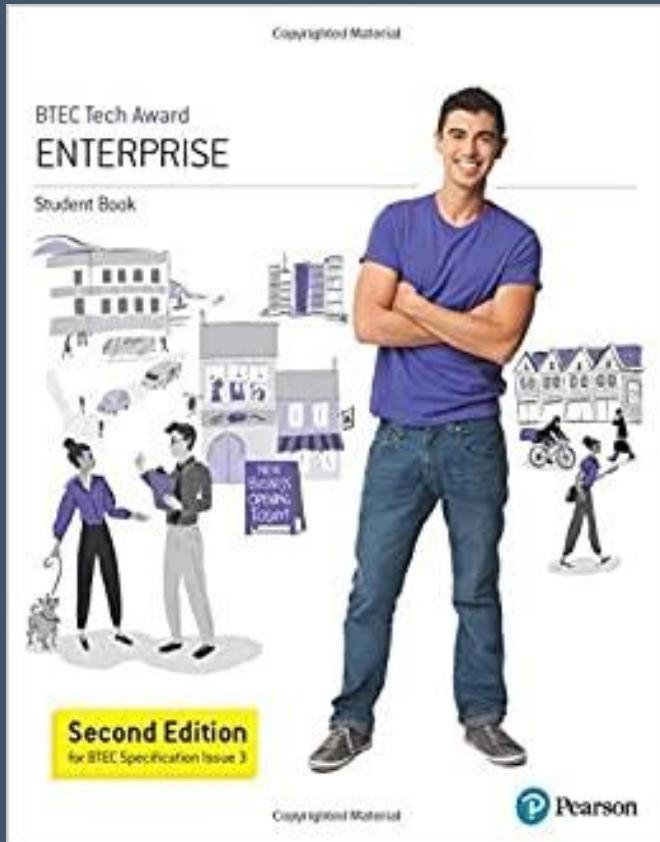
(Total for Question 4 = 8 marks)

Figure 2

2 (a) Complete the credit note using the information given in Figure 2.

CREDIT NOTE					
 AC Paddleboarding Harbourside, Eastend-on-Sea ES1 3BQ tel: 0774952281		Date: 1 September		(1)	
		Credit note number			
Customer name and address:		Jan Britton 32 Orchard Close, Pengam, PC82 1FG			
Qty	Description	Unit price		Amount refunded	
		£	p	£	p
1	Inflatable SUP	115	00	115	00
2	Lightweight SUP paddle sets	25	25
Reason for credit: Wrong items delivered		Goods total	
		VAT @ 20%	
		Total credit	

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