



Business



Knowledgeable

Employable

Skilled

Year 10

Topic Area 2: How to identify a customer profile

Identify potential customers and build a customer profile based on market research findings

Topic Area 4: Review whether a business proposal is financially viable

Calculate costs, revenue, break-even and profit relating to a business proposal
Apply an appropriate pricing strategy
Review the likely financial viability of a business proposal

R068 May Coursework Submission

Topic Area 1: Develop a brand identity to target a specific customer profile

What is a brand?
Why branding is used
Branding Methods
Produce a competitor analysis

Topic Area 3: Plan and pitch a proposal

Considerations when planning a professional pitch
Use and development of personal and presentation skills
Benefits of using a practice pitch
3.4 Deliver a professional pitch

Year 11

Topic Area 1: Characteristics, risk and reward for enterprise

Characteristics of successful entrepreneurs
Potential rewards for risk taking
Potential drawbacks for risk taking

Topic Area 3: What makes a product financially viable

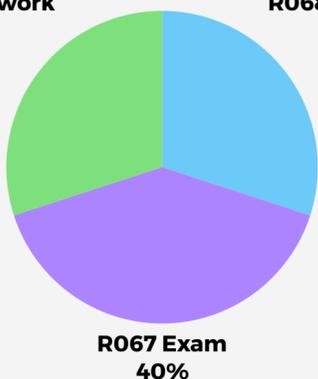
Cost of producing the product
Revenue generated by sales of the product
Profit/loss
How to use the formula for break-even as an aid to decision making
Importance of cash

Topic Area 5: Factors to consider when starting up and running an enterprise

Appropriate forms of ownership for business start-ups
Source(s) of capital for business start-ups and expansion
Support for enterprise

R069 Coursework
30%

R068 Coursework
30%



R067 Exam
40%

R068

Topic Area 1: Market research

Understand aims of market research
Sampling methods
Use appropriate market research tools for a business proposal
Review the results of market research

Topic Area 3: Develop a product proposal

Create a design mix for a new product
Produce designs for a new product
Review designs for a product proposal

Topic Area 5: Review the likely success of the business proposal

Risks and challenges when launching a new product

R069

Topic Area 2: Create a promotional campaign for a brand and product

How to create a promotional campaign for a product/brand

Topic Area 4: Review a brand proposal, promotional campaign and professional pitch

Review a brand using a range of sources
Review a professional pitch to an external audience

R067

Topic Area 2: Market research to target a specific customer

The purpose of market research
Primary market research methods
Secondary market research sources
Types of data
Types of market segmentation
The benefits of market segmentation to a business

Topic Area 4: Creating a marketing mix to support a product

The marketing mix.
Types of advertising mediums and sales promotion techniques used to attract and retain customers.
Public relations
How to sell the good/service to the consumer
The product lifecycle
Extension and pricing strategies.

R069 January Coursework Submission

R067 January Exam 1 hour and 15 mins

Golden Threads

Fundamental principles

Practical skills

Applying real-life contexts

Creative

Innovative

Analytical

Logical

Critical