

Subject:	Enterprise		Year Group:	10			
	Sept to October	November to January	February to March	April to May	September to May	September to May	September to May
Scheme title	r065 lo1	r065 lo2	r065 lo3	r065 lo4	r064 LO1 & 2	r064 LO3 & 4	r064 LO5 & 5
Knowledge in sequence	<ul style="list-style-type: none"> Customer needs: students will learn about how businesses need to provide for the needs of the customer and what the benefits of doing so are Types of segmentation: students will learn about the different types of segmentation a business can use to target the needs of customers. They will write a report explaining, with examples, what each type is, as well as the benefits of using segmentation are to a business. Customer profiling: students need to take their knowledge of market segmentation and apply each method to create a detailed customer profile for a business. 	<ul style="list-style-type: none"> Students need to learn about both primary and secondary market research methods They should be able to describe the pros and cons of each method so that they can talk about why they have chosen it and also what they will have to be careful of Students will learn about different sampling methods and explain which methods they will choose to use for their research Students need to create a mixture of primary and secondary research tools and explain the results of their findings with relation to the hat business idea. 	<ul style="list-style-type: none"> Students learn about effective design, looking at the design mix and importance of having a unique design. Students must create 3 designs for their new business, these should be based off market research and be able to be linked to their customer profile. 	<ul style="list-style-type: none"> Students will learn about different pricing strategies open to businesses and should be able to recommend strategies to suit different products or businesses depending on their target market Students need to learn to calculate total costs and revenue so that they can then work out profit for a business Students will use their costs and pricing to calculate the breakeven point for their business for a month Students will learn about potential risks to their business and consider how they could protect their idea through use of trademarks etc. 	<ul style="list-style-type: none"> The external assessment will consist of a 1 hour 30 minute externally assessed examination. By completing this unit, learners will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business. The external assessment will require the skills of analysis and evaluation. Range of different types of questions will be used, including multiple choice questions, short/medium answer questions and extended response analysis and evaluation questions. Some of the questions will be context based. Learners will be presented with a short scenario and will apply their knowledge of enterprise and marketing concepts to produce a relevant response 	<ul style="list-style-type: none"> The external assessment will consist of a 1 hour 30 minute externally assessed examination. By completing this unit, learners will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business. The external assessment will require the skills of analysis and evaluation. Range of different types of questions will be used, including multiple choice questions, short/medium answer questions and extended response analysis and evaluation questions. Some of the questions will be context based. Learners will be presented with a short scenario and will apply their knowledge of enterprise and marketing concepts to produce a relevant response 	<ul style="list-style-type: none"> The external assessment will consist of a 1 hour 30 minute externally assessed examination. By completing this unit, learners H1 will understand the main activities that will need to happen to support a start-up business and what the key factors are to consider when starting up a business. The external assessment will require the skills of analysis and evaluation. Range of different types of questions will be used, including multiple choice questions, short/medium answer questions and extended response analysis and evaluation questions. Some of the questions will be context based. Learners will be presented with a short scenario and will apply their knowledge of enterprise and marketing concepts to produce a relevant response
Skills	All LO1 content can also be tested on the R064 exam unit Customer profiles will be used at the start of R066 coursework unit	All LO2 content can also be tested on the R064 exam unit Use of market research results will be important when justifying design choices or likely success of their business IT Skills making and collecting market research on forms	Design mix and USP are both concepts which come up on the exam unit Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks.	Pricing strategies, and all financial calculations are also tested on the R064 exam unit	All exam unit Learning outcomes are also examined and applied within the coursework tasks R065 and R066.	All exam unit Learning outcomes are also examined and applied within the coursework tasks R065 and R066.	All exam unit Learning outcomes are also examined and applied within the coursework tasks R065 and R066.
Key Words	Market segmentation Target market Customer profile Customer needs	Market research Primary research Secondary research Focus Group Survey Questionnaire	Design Mix Mood Board SCAMPER Target market Aesthetics	Profit Variable cost Fixed Cost Breakeven Pricing strategy Psychological pricing Penetration pricing Premium pricing Competitive pricing	Questionnaire Survey Consumer trial Observations Focus groups Segmentation Primary research Secondary research Costs Profit Revenue Breakeven	Product life cycle Extension strategy Differentiation USP Design Mix External Factors Pricing Strategy Promotion Loyalty Scheme Customer retention	Sole trader Partnership Franchise Business plan Loan Crowdfunding Grants Business angel HR Operations Quality control Logistics
End Point	Completion of LO1 coursework	Completion of LO2 coursework	Completion of LO3 coursework	Completion of LO4 coursework	Assessment on LO1 & LO2	Assessment on LO3 & LO4	Assessment on LO5 & LO6
Assessment method	Mark grid Checkpoints at the end of part 1 – explain how businesses can use market segmentation part 2 – create a customer profile	Mark grid Checkpoints at the end of : part 1 – explain the benefits and chosen methods of market research part 2 – complete market research and analyse the results	Mark grid Checkpoints at the end of : Generation of design ideas and links to market research Self assessment and final design modifications	Mark grid Checkpoints at the end of : •Pricing and profit •Breakeven and risk assessment	Past exam questions	Past exam questions	Past exam questions