Subject :	Enterprise]	Year Group:	10	<u> </u>		
	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	• Customer needs: students will learn	 Students need to learn about both 	 Students learn about effective design, 	 Students will learn about different 	•The external assessment will consist of	•The external assessment will consist of	•The external assessment will consist of
sequence	about how businesses need to provide	primary and secondary market research	looking at the design mix and	pricing strategies open to businesses	a 1 hour 30 minute externally assessed	a 1 hour 30 minute externally assessed	a 1 hour 30 minute externally assessed
	for the needs of the customer and what	methods	importance of having a unique design.	and should be able to recommend	examination.	examination.	examination.
	the benefits of doing so are	They should be able to describe the		strategies to suit different products or	 By completing this unit, learners will 	 By completing this unit, learners will 	•By completing this unit, learners H1will
	 Types of segmentation: students will 	pros and cons of each method so that	 Students must create 3 designs for 	businesses depending on their target	understand the main activities that will	understand the main activities that will	understand the main activities that will
	learn about the different types of	they can talk about why they have	their new business, these should be	market	need to happen to support a start-up	need to happen to support a start-up	need to happen to support a start-up
	segmentation a business can use to	chosen it and also what they will have	based off market research and be able	 Students need to learn to calculate 	business and what the key factors are to		business and what the key factors are to
	target the needs of customers. They will		to be linked to their customer profile.	total costs and revenue so that they can	consider when starting up a business.	consider when starting up a business.	consider when starting up a business.
	write a report explaining, with	•Students will learn about different	to be mixed to their customer prome.	then work out profit for a business	• The external assessment will require	•The external assessment will require	• The external assessment will require
	examples, what each type is, as well as	sampling methods and explain which		•Students will use their costs and	the skills of analysis and evaluation.	the skills of analysis and evaluation.	the skills of analysis and evaluation.
	the benefits of using segmentation are	methods they will choose to use for				•A range of different types of questions	•A range of different types of questions
	to a business.	their research		for their business for a month	will be used, including multiple choice	will be used, including multiple choice	will be used, including multiple choice
	•Eustomer profiling: students need to	 Students need to create a mixture of 		•Students will learn about potential	questions, short/medium answer	questions, short/medium answer	questions, short/medium answer
	take their knowledge of market	primary and secondary research tools		risks to their business and consider how		questions and extended response	questions and extended response
		and explain the results of their findings		they could protect their idea through	analysis and evaluation questions.	analysis and evaluation questions.	analysis and evaluation questions.
	create a detailed customer profile for a	with relation to the hat business idea.		use of trademarks etc.	 Some of the questions will be context 	Some of the questions will be context	 Some of the questions will be context
		with relation to the nat business idea.		use of trademarks etc.			
	business.				based. Learners will be presented with a	based. Learners will be presented with a	based. Learners will be presented with a
					short scenario and will apply their	short scenario and will apply their	short scenario and will apply their
					knowledge of enterprise and marketing	knowledge of enterprise and marketing	knowledge of enterprise and marketing
					concepts to produce a relevant	concepts to produce a relevant	concepts to produce a relevant
					response	response	response
Skills	All LO1 content can also be tested on	All LO2 content can also be tested on	Design mix and USP are both concepts	Pricing strategies, and all financial	All exam unit Learning outcomes are	All exam unit Learning outcomes are	All exam unit Learning outcomes are
	the R064 exam unit	the R064 exam unit	which come up on the exam unit				
				calculations are also tested on the R064	also examined and applied within the	also examined and applied within the	also examined and applied within the
		the noos examinance	which come up on the exam unit				
	Customer profiles will be used at the		-	calculations are also tested on the R064 exam unit	also examined and applied within the coursework tasks R065 and R066.	also examined and applied within the coursework tasks R065 and R066.	also examined and applied within the coursework tasks R065 and R066.
	Customer profiles will be used at the	Use of market research results will be	Students will have to reflect on the				
	Customer profiles will be used at the start of R066 coursework unit	Use of market research results will be important when justifying design	Students will have to reflect on the strengths and weaknesses of their work				
		Use of market research results will be important when justifying design choices or likely success of their	Students will have to reflect on the				
		Use of market research results will be important when justifying design	Students will have to reflect on the strengths and weaknesses of their work				
		Use of market research results will be important when justifying design choices or likely success of their business	Students will have to reflect on the strengths and weaknesses of their work				
		Use of market research results will be important when justifying design choices or likely success of their business IT Skills making and collecting market	Students will have to reflect on the strengths and weaknesses of their work				
Kay Words	start of R066 coursework 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	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks.	exam unit	coursework tasks R065 and R066.	coursework tasks R065 and R066.	coursework tasks R065 and R066.
Key Words		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 Market research	Students will have to reflect on the strengths and weaknesses of their work	exam unit Profit	coursework tasks R065 and R066. Questionnaire	coursework tasks R065 and R066.	coursework tasks R06S and R066. Sole trader
Key Words	start of R066 coursework unit Market segmentation	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 Market research Primary research	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks.	exam unit Profit Variable cost	coursework tasks R065 and R066. - Questionnaire Survey	coursework tasks ROES and ROE6. Product life cycle Extension strategy	coursework tasks R065 and R066. Sole trader Partnership
Key Words	start of R066 coursework 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 Market research Primary research Secondary research	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks.	exam unit Profit Variable cost Fixed Cost	coursework tasks RD65 and RD66. Questionnaire Survey Consumer trial	coursework tasks ROES and ROE6. , Product life cycle Extension strategy Differentiation	coursework tasks R065 and R066. Sole trader Partnership Franchise
Key Words	start of R066 coursework unit Market segmentation Target market	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 Market research Primary research Secondary research Focus Group	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board	exam unit Profit Variable cost Fixed Cost Breakeven	coursework tasks R065 and R066. Questionnaire Survey Consumer trial Observations	coursework tasks ROES and ROE6. Product life cycle Extension strategy Differentiation USP	coursework tasks R065 and R066. Sole trader Partnership Franchise Business pian
Key Words	start of R066 coursework unit Market segmentation	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks.	exam unit Profit Variable cost Freakeven Pricing strategy	coursework tasks R065 and R066 Questionnaire Survey Consumer trial Observations Focus groups	coursework tasks ROES and ROE6. Product life cycle Extension strategy Differentiation USP Design Mix	coursework tasks R065 and R066. - Sole trader Partnership Franchise Business plan Loan
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Psychological pricing	coursework tasks R065 and R066	coursework tasks ROES and ROE6. Product life cycle Extension strategy Differentiation USP Design Mix External Factors	coursework tasks R065 and R066. Sole trader Partnership Franchise Business plan Loan Crowdfunding
Key Words	start of R066 coursework unit Market segmentation Target market	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board	exam unit Profit Variable cost Freakeven Pricing strategy Psychological pricing Psetration pricing	coursework tasks R065 and R066 Questionnaire Survey Consumer trial Observations Focus groups Segmentation Primary research	coursework tasks ROES and ROE6 Product life cycle Extension strategy Differentiation USP Design Mix External Factors Pricing Strategy	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Loan Crowdfunding Grants
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Penetration pricing Penetration pricing Penetration pricing	coursework tasks R065 and R066 Questionnaire Survey Consumer trial Observations Focus groups Segmentation Primary research Secondary research	coursework tasks ROES and ROE6. Product life cycle Extension strategy Differentiation USP Design Mix External Factors Pricing Strategy Promotion	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Loan Crowdfunding Grants Business angel
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER	exam unit Profit Variable cost Freakeven Pricing strategy Psychological pricing Psetration pricing	coursework tasks RDES and RDE6	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Loan Crowdfonding Grants Business angel HR
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Penetration pricing Penetration pricing Penetration pricing	coursework tasks R065 and R066 Questionnaire Survey Consumer trial Observations Focus groups Segmentation Primary research Secondary research	coursework tasks ROES and ROE6. Product life cycle Extension strategy Differentiation USP Design Mix External Factors Pricing Strategy Promotion	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Loan Crowdfunding Grants Business angel
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Penetration pricing Penetration pricing Penetration pricing	coursework tasks RDES and RDE6	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Loan Crowdfonding Grants Business angel HR
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Penetration pricing Penetration pricing Penetration pricing	coursework tasks R065 and R066	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Loan Crowdfunding Grants Business angel HR Operations
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Penetration pricing Penetration pricing Penetration pricing	coursework tasks RDES and RDE6	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality control
Key Words	start of R066 coursework unit Market segmentation Target market Customer profile	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 Market research Primary research Secondary research Focus Group Survey	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Penetration pricing Penetration pricing Penetration pricing	coursework tasks RDES and RDE6	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality control
	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework	Use of market research results will be important when justifying design choices or likely success of their business If Skills making and collecting market research on forms Market research Primary research Secondary research Focus Group Survey Questionnaire	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics	exam unit Profit Variable cost Freakeren Pricing strategy Psychological pricing Penetration pricing Penetration pricing Competitive pricing	coursework tasks RDES and RDEG	coursework tasks ROES and ROEG. - Product life cycle Extension strategy Differentiation USP Design Mix External Factors Promotion Loyaltry Scheme Customer retention	coursework tasks R065 and R066. Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality control Logistics
End Point	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework Mark grid Checkpoints at the end of	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 Market research Primary research Socus Group Survey Questionnaire Completion of LO2 coursework Mark grid Checkpoints at the end of :	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics Completion of LO3 coursework Mark grid Checkpoints at the end of :	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Psychological pricing Premium pricing Competitive pricing Completion of LO4 coursework Mark grid Checkpoints at the end of :	coursework tasks RDES and RDE6.	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality.control Logistics Assessment on LOS & LO6
End Point	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework Mark grid Checkpoints at the end of part 1 – explain how businesses can use	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 Secondary research Focus Group Survey Questionnaire Completion of LO2 coursework Mark grid Checkpoints at the end of : part 1 – explain the benefits and chosen	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics Completion of LO3 coursework Mark grid Checkpoints at the end of : Generation of design ideas and links to	exam unit Profit Variable cost Fixed Cost Fixed Cost Fixed Cost Fixed Revers Phychological pricing Penetration pricing Premium pricing Completion of LO4 coursework	coursework tasks RDES and RDE6.	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality.control Logistics Assessment on LOS & LO6
End Point	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework Mark grid Checkpoints at the end of part 1 - explain how buinesses can use market segmentation	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 Market research Primary research Socus Group Survey Questionnaire Completion of LO2 coursework Mark grid Checkpoints at the end of :	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics Completion of LO3 coursework Mark grid Checkpoints at the end of :	exam unit Profit Variable cost Fread Cost Breakwen Pricing strategy Psychological pricing Penetration pricing Premium pricing Completion of LO4 coursework Mark grid Checkpoints at the end of : *Pricing and profit	coursework tasks RDES and RDE6.	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality.control Logistics Assessment on LOS & LO6
End Point	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework Mark grid Checkpoints at the end of part 1 – explain how businesses can use	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 Secondary research Primary research Prova foroup Survey Questionnaire Completion of LO2 coursework Mark grid Checkpoints at the end of : part 1 – explain the benefits and chosen methods of market research	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics Completion of LO3 coursework Mark grid Checkpoints at the end of : Generation of design ideas and links to market research	exam unit Profit Variable cost Fixed Cost Breakeven Pricing strategy Psychological pricing Premium pricing Competitive pricing Completion of LO4 coursework Mark grid Checkpoints at the end of :	coursework tasks RDES and RDE6.	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality.control Logistics Assessment on LOS & LO6
End Point	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework Mark grid Checkpoints at the end of part 1 - explain how buinesses can use market segmentation	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 Market research Primary research Socus Group Survey Questionnaire Completion of LO2 coursework Mark grid Checkpoints at the end of : part 1 – explain the benefits and chosen methods of market research part 2 – complete market research and	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics Completion of LO3 coursework Mark grid Checkpoints at the end of : Generation of design ideas and links to market reaerch Self assessment and final design	exam unit Profit Variable cost Fread Cost Breakwen Pricing strategy Psychological pricing Penetration pricing Premium pricing Completion of LO4 coursework Mark grid Checkpoints at the end of : *Pricing and profit	coursework tasks RDES and RDE6.	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality.control Logistics Assessment on LOS & LO6
End Point	start of R066 coursework unit Market segmentation Target market Customer profile Customer needs Completion of LO1 coursework Mark grid Checkpoints at the end of part 1 - explain how buinesses can use market segmentation	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 Secondary research Primary research Process foroup Survey Questionnaire Completion of LO2 coursework Mark grid Checkpoints at the end of : part 1 – explain the benefits and chosen methods of market research	Students will have to reflect on the strengths and weaknesses of their work in subsequent tasks. Design Mix Mood Board SCAMPER Target market Aesthetics Completion of LO3 coursework Mark grid Checkpoints at the end of : Generation of design ideas and links to market research	exam unit Profit Variable cost Fread Cost Breakwen Pricing strategy Psychological pricing Penetration pricing Premium pricing Completion of LO4 coursework Mark grid Checkpoints at the end of : -Pricing and profit	coursework tasks RDES and RDE6.	coursework tasks ROES and ROEG.	coursework tasks R065 and R066 Sole trader Partnership Franchise Business plan Lean Crowdfunding Grants Business angel HR Operations Quality.control Logistics Assessment on LOS & LO6