BTEC Enterprise
Component 1: Exploring Enterprises

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Learning Aim A

- A1 - Size and features of SMEs
- A2 - Markets, sectors, models and industries in which enterprises operate
- A3 - Aims and activities of enterprises
- A4 - Skills and characteristics of entrepreneurs

Learning Aim B

Learning Aim A Mock

- B4 - Suitability of market research methods
- B3 - Understanding competitor behaviour
- B2 - Understanding customer needs
- B1 - Market research methods

Learning Aim B Mock

Learning Aim C

Component 1 Assessment

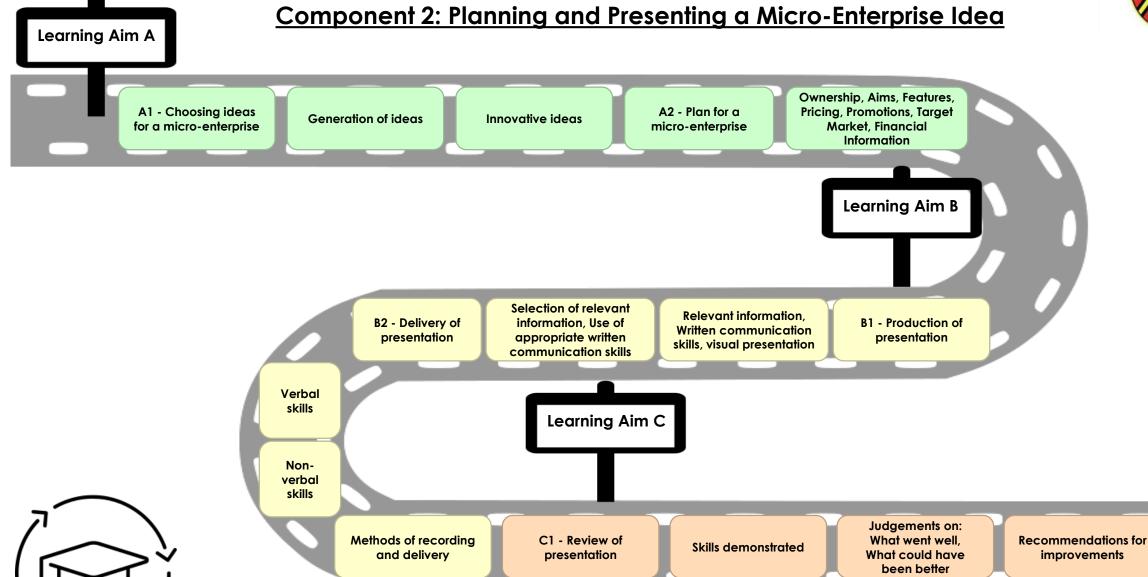- C1 - PEST analysis (Political, Economic, Social, Technological)
- C2 - SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

Learning Aim C Mock

BTEC Enterprise
Component 2: Planning and Presenting a Micro-Enterprise Idea

Learning Aim A

- A1 - Choosing ideas for a micro-enterprise
- Generation of ideas
- Innovative ideas
- A2 - Plan for a micro-enterprise
- Ownership, Aims, Features, Pricing, Promotions, Target Market, Financial Information

Learning Aim B

- B2 - Delivery of presentation
- Selection of relevant information, Use of appropriate written communication skills
- Relevant information, Written communication skills, visual presentation
- B1 - Production of presentation

- Verbal skills
- Non-verbal skills

Learning Aim C

- Methods of recording and delivery
- C1 - Review of presentation
- Skills demonstrated
- Judgements on: What went well, What could have been better
- Recommendations for improvements

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Component 3: Marketing and Finance for Enterprise

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Learning Aim A

- A1 - Targeting and segmenting the market
- A2 - 4Ps of the marketing mix
- A3 - Factors influencing the choice of marketing methods
- A4 Trust, reputation and loyalty

Learning Aim B

- B1 - Financial documents
- B2 - Payment methods
- B3 - Revenue and costs
- B4 - Financial statements
- B5 - Profitability and liquidity

Learning Aim C

- C1 - Budgeting
- C2 - Cash flow
- C3 - Suggesting improvements to cash flow problems
- C4 - Break-even point and break-even analysis

GCSE Exam