KS4 BTEC Enterprise

Start of year 10

A1 Size and features of SMEs

A2 Sectors and business models in which enterprises operate

A3 Aims and activities of enterprises

A4 Skills and characteristics of entrepreneurs

B1 Market research methods

B2 Understanding customer needs

B3 Understanding competitor behaviour

B4 Suitability of market research methods

C1 PEST

C2 SWOT analysis

A1 Choosing ideas for a micro-enterprise

A2 Plan for a micro-enterprise

B1 Production of presentation

B2 Delivery of presentation

C1 Review of presentation

1 Targeting and segmenting the market

A2 4Ps of the marketing mix

A3 Factors influencing the choice of marketing methods

A4 Trust, reputation and loyalty

A1 - Promotional Mix

A2 - Target market and segmentation

A3 - Choice of promotional methods

B1 - Finance documents

B2 - Payment methods

B3 - Revenues and costs

B4 - Terminology for financial statements

B5 - Statement of comprehensive income (Profit & Loss Account)

B6 - Statement of financial position (Balance Sheet)

B7 - Profitability and Liquidity

C1 - Cash flow data

C2 - Financial forecasting

C3 - Cash flow problems and improvements

C4 - Break-even analysis

C5 - Sources of finance

End of year 11