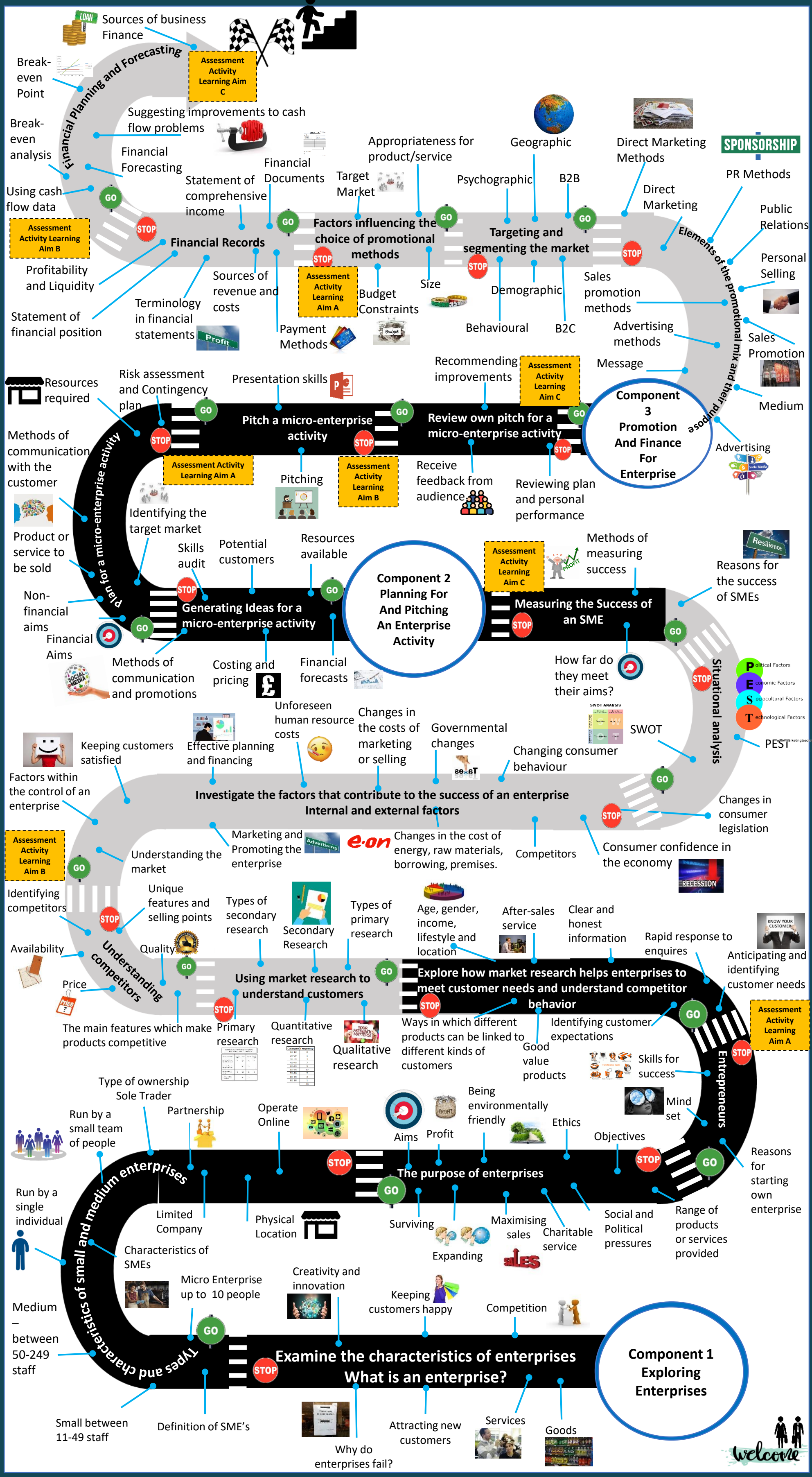
Component 1 Exploring Enterprises
Examine the characteristics of enterprises What is an enterprise?
Goods
Services
Why do enterprises fail?
Attracting new customers
Small between 11-49 staff
Definition of SME's
Types and characteristics of small and medium enterprises
Run by a single individual
Medium – between 50-249 staff
Characteristics of SMEs
Micro Enterprise up to 10 people
Limited Company
Physical Location
Run by a small team of people
Type of ownership Sole Trader
Partnership
Operate Online
The purpose of enterprises
Surviving
Expanding
Maximising sales
Charitable service
Social and Political pressures
Range of products or services provided
Reasons for starting own enterprise
Aims
Profit
Being environmentally friendly
Ethics
Objectives
Entrepreneurs
Mind set
Skills for success
Anticipating and identifying customer needs
Rapid response to enquires
Clear and honest information
After-sales service
Age, gender, income, lifestyle and location
Explore how market research helps enterprises to meet customer needs and understand competitor behavior
Assessment Activity Learning Aim A
Identifying customer expectations
Good value products
Ways in which different products can be linked to different kinds of customers
Qualitative research
Quantitative research
Primary research
Using market research to understand customers
Types of primary research
Secondary Research
Types of secondary research
Understanding competitors
Price
Availability
Quality
The main features which make products competitive
Unique features and selling points
Identifying competitors
Understanding the market
Marketing and Promoting the enterprise
Changes in the cost of energy, raw materials, borrowing, premises.
Competitors
Consumer confidence in the economy
Changes in consumer legislation
Changing consumer behaviour
Governmental changes
Changes in the costs of marketing or selling
Unforeseen human resource costs
Effective planning and financing
Keeping customers satisfied
Factors within the control of an enterprise
Investigate the factors that contribute to the success of an enterprise Internal and external factors
Assessment Activity Learning Aim B
Assessment Activity Learning Aim C
Assessment Activity Learning Aim A
Component 2 Planning For And Pitching An Enterprise Activity
Generating Ideas for a micro-enterprise activity
Plan for a micro-enterprise activity
Financial forecasts
Costing and pricing
Methods of communication and promotions
Financial Aims
Non-financial aims
Product or service to be sold
Skills audit
Potential customers
Resources available
Resources required
Risk assessment and Contingency plan
Methods of communication with the customer
Identifying the target market
Pitch a micro-enterprise activity
Pitching
Presentation skills
Review own pitch for a micro-enterprise activity
Receive feedback from audience
Reviewing plan and personal performance
Recommending improvements
Component 3 Promotion And Finance For Enterprise
Measuring the Success of an SME
How far do they meet their aims?
Reasons for the success of SMEs
Methods of measuring success
Situational analysis
PEST
SWOT
Financial Records
Profitability and Liquidity
Statement of financial position
Using cash flow data
Break-even analysis
Break-even Point
Financial Planning and Forecasting
Sources of business Finance
Suggesting improvements to cash flow problems
Financial Forecasting
Statement of comprehensive income
Financial Documents
Sources of revenue and costs
Terminology in financial statements
Payment Methods
Factors influencing the choice of promotional methods
Target Market
Appropriateness for product/service
Budget Constraints
Size
Targeting and segmenting the market
Geographic
Psychographic
B2B
Demographic
Behavioural
B2C
Elements of the promotional mix and their purpose
Direct Marketing Methods
Direct Marketing
PR Methods
Public Relations
Personal Selling
Sales promotion methods
Advertising methods
Sales Promotion
Message
Medium
Advertising
GO
STOP