

# Enterprise & Marketing

**R069**

## Marketing

- The Product Life Cycle
- Product differentiation
- Extension Strategies
- The Marketing Mix Revise research and segmentation Business
- Ownership Sole traders, partnerships, Ltd companies, franchises
- Economics External influences



**R069**

## Marketing

- Practice pitch to peers
- Professional pitch to two people
- Review of pitch and project

**R069**

## Finance Costs-

- Fixed & Variable Sales
- Revenue Profit & Loss
- Cash Flow Break Even
- Analysis Operations
- Planning and Control
- Human Resource
- Management Recruitment Training Performance Management

**R067 & R068**

## Marketing -

- Developing a pitch

**R067 & R068**

## Finance Costs -

- Setting up a business, sales revenue and looking at profit and loss

**R067 & R068**

## Marketing -

- Market segmentation research
- Designing a product review

**R067 & R068**

## Marketing -

- Branding