

BTEC Enterprise

Year 10



Component 3 Marketing and Finance for enterprise

(A) Marketing activities

(A1) Targeting and segmenting the market

(B) Financial documents and statements

(B1) Financial documents

(B2) Payment methods

(B3) Revenue and costs

Component 1 Exploring Enterprises January

(A3) Factors influencing the choice of marketing methods

(A4) Trust reputation and loyalty

(A1) Size and features of SMEs

(B5) Profitability and liquidity

(B4) Financial statements



Mock examinations



(B2) Understanding customer needs

(B1) Market research methods

(B3) Understand competitor behaviour

(B4) Suitability of market research methods

(A4) Skills and characteristics of entrepreneurs.

(A3) Aims and activities of enterprises.

(A2) Markets, sectors, models and industries in which enterprises operate

(C1) PEST (Political, Economic, Social, Technological) analysis

(C2) SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

Year 11



SIGN ME UP



MORTIMER



BTEC Enterprise

Year 11



Component 2
Planning/
Presenting a
Micro-Enterprise
idea.
September



(A2) Plan for a micro-enterprise

(A1) Choosing ideas for a micro-enterprise

(B1) Production of presentation

(C1) Review of presentation

(B2) Delivery of presentation

Component 3
Marketing and Finance for enterprise

Component 3 recap and retrieval

(C1) Financial planning and forecasting - budgeting

(C2) Cash flow

(C5) Sources of business finance

(C4) Break-even point and break-even analysis

(C3) Suggesting improvements to cash flow problems

Mock examinations



Component 3 recap and retrieval

Final exam

Destination Success

Mortimer

