

# Cambridge Nationals Level 1/2 Enterprise and Marketing OCR J837

## Unit R067:

## Enterprise and marketing concepts

### Revision Checklist

External Assessment [Written Examination]
70 Marks

#### Topic Areas to be assessed:

- 1:** Characteristics, risk and reward for enterprise
- 2:** Market research to target a specific customer
- 3:** What makes a product financially viable
- 4:** Creating a marketing mix to support a product
- 5:** Factors to consider when starting up and running an enterprise

#### Performance Objectives to be assessed:

- PO1:** Recall knowledge and show understanding
- PO2:** Apply knowledge and understanding
- PO3:** Analyse and evaluate knowledge, understanding and performance

## R067 Examination Command Words

Word(s)	Students will...
<b>Analyse</b>	<ul style="list-style-type: none"> <li>Separate or break down information into parts and identify their characteristics or elements</li> <li>Explain the pros and cons of a topic or argument and make reasoned comments</li> <li>Explain the impacts of actions using a logical chain of reasoning</li> </ul>
<b>Annotate</b>	<ul style="list-style-type: none"> <li>Add information, for example, to a table, diagram or graph until it is final</li> <li>Add all the needed or appropriate parts</li> </ul>
<b>Calculate</b>	<ul style="list-style-type: none"> <li>Get a numerical answer showing how it has been worked out</li> </ul>
<b>Choose</b>	<ul style="list-style-type: none"> <li>Select an answer from options give</li> </ul>
<b>Circle</b>	<ul style="list-style-type: none"> <li>Select an answer from options given</li> </ul>
<b>Compare and contrast</b>	<ul style="list-style-type: none"> <li>Give an account of the similarities and differences between two or more items or situations</li> </ul>
<b>Complete</b>	<ul style="list-style-type: none"> <li>Add all the needed or appropriate parts</li> <li>Add information, for example, to a table, diagram or graph until it is final</li> </ul>
<b>Create</b>	<ul style="list-style-type: none"> <li>Produce a visual solution to a problem (for example: a mind map, flowchart or visualisation)</li> </ul>
<b>Describe</b>	<ul style="list-style-type: none"> <li>Give an account including all the relevant characteristics, qualities or events</li> <li>Give a detailed account of</li> </ul>
<b>Discuss</b>	<ul style="list-style-type: none"> <li>Present, analyse and evaluate relevant points (for example, for/against an argument)</li> </ul>
<b>Draw</b>	<ul style="list-style-type: none"> <li>Produce a picture or diagram</li> </ul>
<b>Evaluate</b>	<ul style="list-style-type: none"> <li>Make a reasoned qualitative judgement considering different factors and using available knowledge/experience</li> </ul>
<b>Explain</b>	<ul style="list-style-type: none"> <li>Give reasons for and/or causes of</li> <li>Use the words or phrases such as 'because' or 'therefore' or 'this means that' in answers</li> </ul>
<b>Fill in</b>	<ul style="list-style-type: none"> <li>Add all the needed or appropriate parts</li> <li>Add information, for example, to a table, diagram or graph until it is final</li> </ul>
<b>Identify</b>	<ul style="list-style-type: none"> <li>Select an answer from options given</li> <li>Recognise, name or provide factors or features</li> </ul>
<b>Justify</b>	<ul style="list-style-type: none"> <li>Give good reasons for offering an opinion or reaching a conclusion</li> </ul>
<b>Label</b>	<ul style="list-style-type: none"> <li>Add information, for example, to a table, diagram or graph until it is final</li> <li>Add all the necessary or appropriate parts</li> </ul>
<b>Outline</b>	<ul style="list-style-type: none"> <li>Give a short account, summary or description</li> </ul>
<b>State</b>	<ul style="list-style-type: none"> <li>Give factors or features</li> <li>Give short, factual answers</li> </ul>

Topic Revised Key:

<b>D</b>	Developing
<b>S</b>	Secure
<b>M</b>	Mastered

## TA1: Characteristics, risk and reward for enterprise

TA	Topic	D	S	M
1.1.	<b>Characteristics of successful entrepreneurs</b>			
	Know the <b>characteristics</b> of <b>successful entrepreneurs</b>			
	<b>Creativity</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Innovation</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Risk-taking</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Communication</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Negotiation</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Confidence</b> : How this characteristic may help the entrepreneur to be successful			
	<b>Determination</b> : How this characteristic may help the entrepreneur to be successful			
1.2.	<b>Potential rewards for risk taking</b>			
	Know the potential <b>rewards</b> for risk taking			
1.3.	<b>Potential drawbacks for risk taking</b>			
	Know the potential <b>drawbacks</b> for risk taking			

## TA2: Market research to target a specific customer

TA	Topic	D	S	M
2.1.	<b>The purpose of market research</b>			
	<b>Why</b> entrepreneurs need to carry out market research			
	<b>When</b> entrepreneurs need to carry out market research			
2.2.	<b>Primary market research methods</b>			
	<b>Advantages</b> of primary market research methods			
	<b>Disadvantages</b> of primary market research methods			
	Know the <b>types</b> of primary market research methods			
	<b>Observations:</b> Advantages			
	Observations: Disadvantages			
	<b>Questionnaires/surveys:</b> Advantages			
	Questionnaires/surveys: Disadvantages			
	<b>Interviews:</b> Advantages			
	Interviews: Disadvantages			
	<b>Focus groups:</b> Advantages			
	Focus groups: Disadvantages			
	<b>Consumer trials:</b> Advantages			
	Consumer trials: Disadvantages			
	<b>Test marketing/pilots:</b> Advantages			
	Test marketing/pilots: Disadvantages			
2.3.	<b>Secondary market research sources</b>			
	<b>Advantages</b> of secondary market research methods			
	<b>Disadvantages</b> of secondary market research methods			
	Know the <b>types</b> of secondary market research methods			
	<b>Internal data:</b> Advantages			
	Internal data: Disadvantages			
	<b>Books/newspapers/trade magazines:</b> Advantages			
	Books/newspapers/trade magazines: Disadvantages			
	<b>Competitors' data:</b> Advantages			
	Competitors' data: Disadvantages			
	<b>Government publications and statistics:</b> Advantages			
	Government publications and statistics: Disadvantages			
	<b>Mintel or similar:</b> Advantages			
	Mintel or similar: Disadvantages			
2.4.	<b>Types of data</b>			
	<b>Quantitative:</b> Benefits			
	Quantitative: Limitations			
	<b>Qualitative:</b> Benefits			
	Qualitative: Limitations			
2.5.	<b>Types of market segmentation</b>			
	The <b>meaning</b> of segmentation			
	Know the <b>types</b> of market segmentation			
	<b>Problems/challenges</b> that may be encountered if the market is not segmented			
2.6.	<b>The benefits of market segmentation to a business</b>			
	The <b>benefits</b> of taking a targeted approach to marketing			

## TA3: What makes a product financially viable

TA	Topic	D	S	M
3.1.	<b>Cost of producing the product</b>			
	<b>Fixed cost:</b> Definition			
	Fixed cost: Examples of where it is used			
	Fixed cost: Calculation used			
	Fixed cost per unit: Calculation used			
	<b>Variable cost:</b> Definition			
	Variable cost: Examples of where it is used			
	Variable cost: Calculation used			
	Variable cost per unit: Calculation used			
	<b>Total cost:</b> Definition			
	Total cost: Calculation used			
	Total cost per unit: Calculation used			
	<b>Calculations</b> involving different time periods, such as per month or per year			
3.2.	<b>Revenue generated by sales of the product</b>			
	Calculate <b>total revenue</b> (Selling price per unit x Number of sales)			
	<b>Calculations</b> involving different time periods, such as per month or per year			
	<b>Rearranging a formula</b> to find a component, for instance calculate the number of items sold if the selling price and revenue are known			
3.3.	<b>Profit/loss</b>			
	Know the <b>difference</b> between <b>revenue</b> and <b>profit</b>			
	The <b>concept of loss</b> when total costs (per unit) exceed revenue (per unit)			
	<b>Calculate profit/loss per unit</b> = Revenue (selling price) per unit - Total costs per unit			
	<b>Calculate profit for a given level of output</b> = Total revenue - Total costs			
	How to <b>rearrange a formula</b> to find a component, for instance calculate the value of the total costs if the total revenue and profit are known			
3.4.	<b>How to use the formula for break-even as an aid to decision making</b>			
	Definition of <b>break-even</b>			
	Break-even <b>calculations</b>			
	<b>Rearranging the break-even quantity formula</b> to find a missing number, for instance the selling price per unit			
	Interpretation of a <b>break-even graph</b> to identify the break-even point			
	How break-even information is <b>used</b> by an entrepreneur			
3.5.	<b>Importance of cash</b>			
	The <b>difference</b> between <b>cash</b> and <b>profit</b>			
	<b>Consequences</b> of a lack of cash			

## TA4: Creating a marketing mix to support a product

TA	Topic	D	S	M
4.1.	<b>The marketing mix elements for a good/service</b>			
	Know the <b>marketing mix elements</b> for a good/service			
	<b>Changes</b> to the marketing mix for a specific good, service or business			
4.2.	<b>How the elements of the marketing mix work together</b>			
	Know how the <b>elements</b> of the marketing mix <b>work together</b>			
4.3.	<b>Types of advertising medium used to attract and retain customers and the appropriateness of each</b>			
	Know the different <b>types</b> of <b>non-digital advertising mediums</b>			
	<b>Leaflets:</b> Advantages			
	Leaflets: Disadvantages			
	<b>Newspapers:</b> Advantages			
	Newspapers: Disadvantages			
	<b>Magazines:</b> Advantages			
	Magazines: Disadvantages			
	<b>Radio:</b> Advantages			
	Radio: Disadvantages			
	<b>Posters/billboards:</b> Advantages			
	Posters/billboards: Disadvantages			
	<b>Cinema:</b> Advantages			
	Cinema: Disadvantages			
	Know the different <b>types</b> of <b>digital advertising mediums</b>			
	<b>Social Media – video, feedback, social networks:</b> Advantages			
	Social Media – video, feedback, social networks: Disadvantages			
	<b>Websites:</b> Advantages			
	Websites: Disadvantages			
	<b>Online banners/pop-ups:</b> Advantages			
	Online banners/pop-ups: Disadvantages			
	<b>SMS texts:</b> Advantages			
	SMS texts: Disadvantages			
	<b>Podcasts:</b> Advantages			
	Podcasts: Disadvantages			
	<b>Vlogs/blog:</b> Advantages			
	Vlogs/blog: Disadvantages			
4.4.	<b>Sales promotion techniques used to attract and retain customers and the appropriateness of each</b>			
	Know the different <b>types</b> of <b>sales promotion techniques</b> used to attract and retain customers			
	<b>Discounts:</b> Benefits			
	Discounts: Limitations			
	<b>Competitions:</b> Benefits			
	Competitions: Limitations			
	<b>Buy one get one free (BOGOF):</b> Benefits			
	Buy one get one free (BOGOF): Limitations			
	<b>Point of sale advertising:</b> Benefits			
	Point of sale advertising: Limitations			
	<b>Free gifts/product trials:</b> Benefits			
	Free gifts/product trials: Limitations			
	<b>Loyalty schemes:</b> Benefits			
	Loyalty schemes: Limitations			
	<b>Sponsorship:</b> Benefits			

	Sponsorship: Limitations			
4.5.	<b>Public relations</b>			
	Know the different methods of <b>public relations</b>			
	<b>Product placement</b> : Benefits			
	Product placement: Limitations			
	<b>Celebrity endorsement</b> : Benefits			
	Celebrity endorsement: Limitations			
	<b>Press/media releases</b> : Benefits			
	Press/media releases: Limitations			
4.6.	<b>How to sell the good/service to the consumer</b>			
	Know the two different <b>methods</b> of <b>selling goods/services to consumers</b>			
	Know the <b>types</b> of <b>physical channels</b> of selling goods/services to consumers			
	<b>Shops</b> : Advantages			
	Shops: Disadvantages			
	<b>Face-to-face</b> : Advantages			
	Face-to-face: Disadvantages			
	Know the <b>types</b> of <b>digital channels</b> of selling goods/services to consumers			
	<b>E-commerce</b> : Advantages			
	E-commerce: Disadvantages			
	<b>Websites</b> : Advantages			
	Websites: Disadvantages			
	<b>Social media</b> : Advantages			
	Social media: Disadvantages			
	<b>Marketplace sites</b> : Advantages			
	Marketplace sites: Disadvantages			
	<b>Online auction sites</b> : Advantages			
	Online auction sites: Disadvantages			
	<b>Downloads</b> : Advantages			
	Downloads: Disadvantages			
	An awareness of the <b>growth</b> in digital channels			
4.7.	<b>The product lifecycle</b>			
	Know the <b>stages</b> of the <b>product lifecycle</b>			
	Which stage of the product lifecycle is most likely for a <b>specific product</b> based on sales data			
4.8.	<b>Extension strategies for products in the product lifecycle and the appropriateness of each</b>			
	Know the different <b>extension strategies</b> for products in the product lifecycle			
	<b>Advertising</b> : Advantages			
	Advertising: Disadvantages			
	<b>Price changes</b> : Advantages			
	Price changes: Disadvantages			
	<b>Adding value (improving the specification of an existing product)</b> : Advantages			
	Adding value (improving the specification of an existing product): Disadvantages			
	<b>Exploration of new markets (geographic or target market)</b> : Advantages			
	Exploration of new markets (geographic or target market): Disadvantages			
	<b>New packaging</b> : Advantages			
	New packaging: Disadvantages			
4.9.	<b>Factors to consider when pricing a product to attract and retain customers</b>			
	Which <b>factors</b> should to be considered when <b>pricing a product</b> to attract and retain customers			
	Which <b>factors</b> are most important when considering a specific <b>start-up</b> situation			
4.10.	<b>Types of pricing strategies and the appropriateness of each</b>			
	Know the <b>types</b> of <b>pricing strategies</b>			
	<b>Competitive pricing</b> : Advantages			

	Competitive pricing: Disadvantages			
	<b>Psychological pricing:</b> Advantages			
	Psychological pricing: Disadvantages			
	<b>Price skimming:</b> Advantages			
	Price skimming: Disadvantages			
	<b>Price penetration:</b> Advantages			
	Price penetration: Disadvantages			

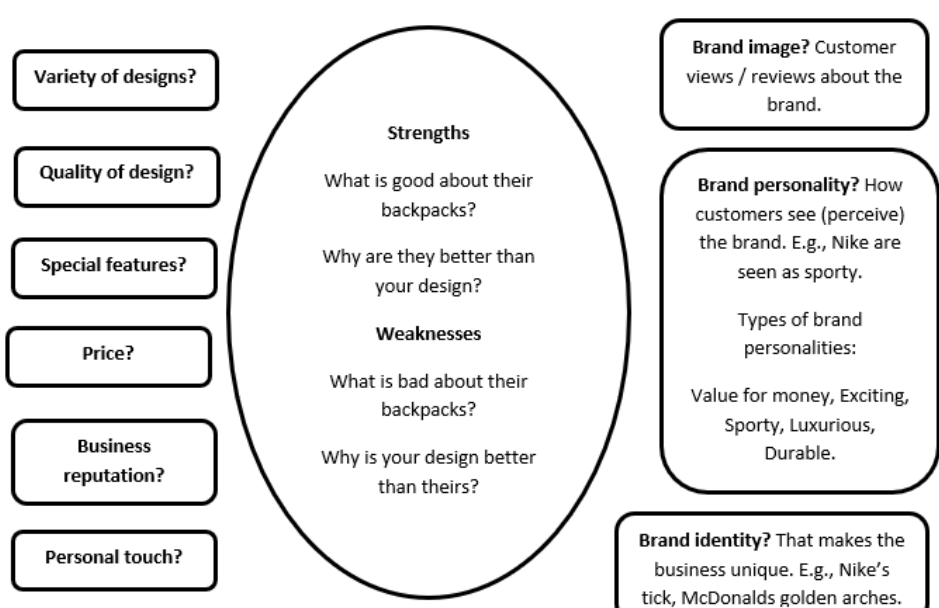


## TA5: Factors to consider when starting up and running an enterprise

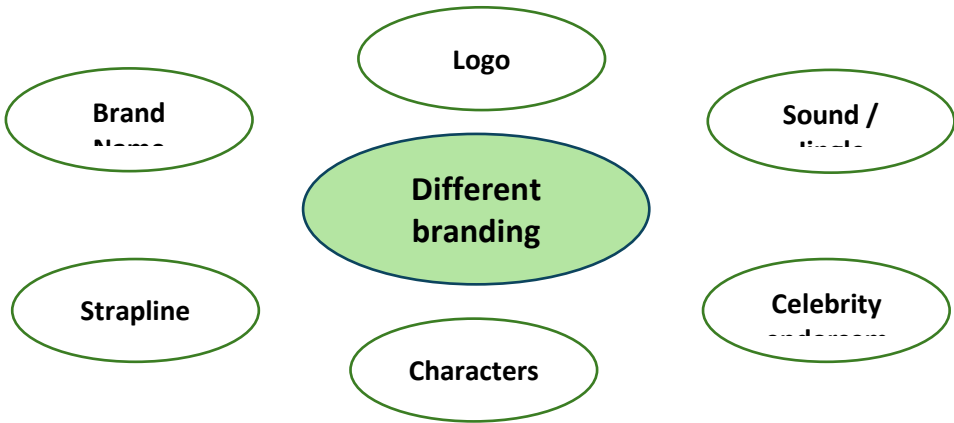
TA	Topic	D	S	M
5.1.	<b>Appropriate forms of ownership for business start-ups</b>			
	Know the different forms of <b>ownership</b>			
	<b>Sole trader:</b> Definition			
	Sole trader: Advantages			
	Sole trader: Disadvantages			
	<b>Partnership, including limited liability partnerships:</b> Definition			
	Partnership, including limited liability partnerships: Advantages			
	Partnership, including limited liability partnerships: Disadvantages			
	<b>Private Limited Company (Ltd):</b> Definition			
	Private Limited Company (Ltd): Advantages			
	Private Limited Company (Ltd): Disadvantages			
	<b>Franchise:</b> Definition			
	Franchise: Advantages			
	Franchise: Disadvantages			
	Know the <b>features</b> of each form of ownership			
	<b>Limited liability:</b> Definition			
	Limited liability: Advantages for the business			
	Limited liability: Advantages for the owners			
	Limited liability: Disadvantages for the business			
	Limited liability: Disadvantages for the owners			
	<b>Unlimited liability:</b> Definition			
	Unlimited liability: Advantages for the business			
	Unlimited liability: Advantages for the owners			
	Unlimited liability: Disadvantages for the business			
	Unlimited liability: Disadvantages for the owners			
5.2.	<b>Source(s) of capital for business start-ups and expansion</b>			
	Know the <b>sources of capital</b> could be used for start-up and business expansion			
	<b>Own savings:</b> Advantages			
	Own savings: Disadvantages			
	<b>Friends and family (gift or loan):</b> Advantages			
	Friends and family (gift or loan): Disadvantages			
	<b>Loans:</b> Advantages			
	Loans: Disadvantages			
	<b>Crowdfunding:</b> Advantages			
	Crowdfunding: Disadvantages			
	<b>Grants:</b> Advantages			
	Grants: Disadvantages			
	<b>Business angels:</b> Advantages			
	Business angels: Disadvantages			
5.3.	<b>Support for enterprise</b>			
	Know the appropriate <b>sources of support</b> for an entrepreneur			
	<b>Finance providers:</b> Advantages			
	Finance providers: Disadvantages			
	<b>Local council enterprise department:</b> Advantages			
	Local council enterprise department: Disadvantages			
	<b>Accountants:</b> Advantages			
	Accountants: Disadvantages			
	<b>Solicitors:</b> Advantages			
	Solicitors: Disadvantages			

	<b>Friends/family:</b> Advantages			
	Friends/family: Disadvantages			
	<b>Chamber of Commerce:</b> Advantages			
	Chamber of Commerce: Disadvantages			
	<b>Government:</b> Advantages			
	Government: Disadvantages			
	<b>Charities:</b> Advantages			
	Charities: Disadvantages			

#### RO69 Checklist

Task	Activity	Done
Task 1 Part A	Outline your product design and customer profile – Taken from RO68 Task 1	
	<p>Researched at least two competitors' products to find out their:</p> <ul style="list-style-type: none"> <li>• strength</li> <li>• weaknesses</li> <li>• unique selling point.</li> </ul> 	
	<p><b>Carry out an analysis of the opportunities and threats in the external environment.</b></p> <p><b>Have you</b> analysed the following four external factors and how they would impact Baslow Bags :</p> <p><b>Economic factors</b>-Tax Rates, Interest Rates, Exchange rates, Inflation ,and Unemployment (Pick 3)</p> <p><b>Social factors:</b> Demographic Trends, Consumer tastes and fashions and Lifestyle changes (Pick 2)</p> <p><b>Technological factors:</b> Production technology, Communication technology and Information technology (Pick 2)</p> <p><b>Ethical factors:</b> Becoming environmentally friendly and cutting down on carbon emissions.E.g., reducing plastic usage and waste, Paying workers more than minimum wages.Paying suppliers, a better (higher) price for the materials (also known as fair-trade (pick 2)</p>	

	<p>Review Own Backpack and explain how external factors may impact it</p> <p>What are its Strengths and Weaknesses:</p> <ul style="list-style-type: none"> <li>• What will be your USP for your backpack design?</li> <li>• What makes your backpacks different from your competitors? / How can you make your product different, so it still stands out compared to these competitors?</li> <li>• if your main material is plastic based, this now could be a weakness due to ethical (environmental reasons).</li> <li>• If there is a growing number of people in the UK that is your target customer age, this could be a strength.</li> <li>• If inflation is rising more than wage increases people will still buy necessity goods like food, but will they buy backpacks?</li> </ul>	
<p>Task 1 Part B</p>	<div data-bbox="316 622 1342 1290" data-label="Diagram"> <pre> graph TD     A([Brand Personality Is how customers see (perceive) the business / product]) --&gt; B([Types of Brand Personality])     B --&gt; C[Value for money Cheap &amp; basic Examples: • Asda own brand • Primark • Sports direct]     B --&gt; D[Sporty Active, fun, fitness, and competitive. Examples: • Nike • Adidas • Fitbit]     B --&gt; E[Exciting Adventurous, daring, unforgettable. Examples: • Red Bull • Tesla • Coca Cola]     B --&gt; F[Durable Long-lasting, reliable, tough. Examples: • Volvo • Timberland • Ikea]     B --&gt; G[Luxurious Expensive, elegant, upper class, charming. Examples: • Gucci • Rolex • Apple] </pre> </div> <p>Develop a brand for your product proposal.</p> <p>Have you created a brand personality which considers:</p> <ul style="list-style-type: none"> <li>• brand identity</li> <li>• brand image</li> <li>• three branding methods, to include a logo.</li> </ul> <p>Have you explained:</p> <p>Your chosen type of brand personality</p> <p>How this is appropriate for my backpack's target customer audience:</p> <p>My chosen brand identity and image that I want customers to feel / think when they look at my brand: (think of different emotions / words you want customers to feel about your brand)</p> <p>How this is appropriate for my backpack's target customer audience:</p> <p><u>Brand identity / Brand image design features:</u></p> <ul style="list-style-type: none"> <li>• Visual look:</li> <li>• Colours (look back at the website links on the previous page):</li> <li>• Type face:</li> <li>• Logo design idea:</li> </ul>	

	<ul style="list-style-type: none"> <li>• Customer perception:</li> <li>• Brand association:</li> </ul> <p>Explain the reasons for your choices to above (why it is suitable for your target customer group)</p> <p>Have you designed three branding methods and included a logo</p>  <p>Have you explained:</p> <p>Why branding method 1 and 2 work well together to promote your <b>brand personality</b>:</p> <p>Why branding method 1 and 3 work well together to promote your <b>brand personality</b>:</p> <p>Why branding method 2 and 3 work well together to promote my <b>brand personality</b>:</p> <p>Have you explained:</p> <p>My brand personality is relevant to my chosen customer segments because .... (Explain how your brand personality will appeal to each of the specific parts of your chosen customer segment)</p> <p>How your:</p> <ul style="list-style-type: none"> <li>• brand personality is appropriate for the <b>age</b> of my target customers because:</li> <li>• brand personality is appropriate for the <b>gender</b> of my target customers because:</li> <li>• brand personality is appropriate for the <b>occupation</b> of my target customers because:</li> <li>• brand personality is appropriate for the <b>income level</b> of my target customers because:</li> <li>• brand personality is appropriate for the <b>lifestyles</b> of my target customers because:</li> <li>• y brand personality is appropriate for the <b>location</b> of my target customers because:</li> </ul>	
Task 2 – Create a promotional	<p>Have you explained:</p> <ul style="list-style-type: none"> <li>• Your Key Performance Indicators: Raise awareness, To Differentiate your product, Create market presence and Increase market share (Pick)</li> </ul>	

<p>campaign for a business proposal</p>	<ul style="list-style-type: none"> <li>• Explained your three choice of promotional methods: 1 Digital, 1 Non Digital and 1 that can be digital/non-digital</li> <li>• Why my promotional method 1 meets the specific needs of my customer profile segments: <ul style="list-style-type: none"> <li>○ <i>E.g., if low prices are important and you have picked a cheap way of promotion, this is an example of how your promotional method may be suitable for your target customer.</i></li> </ul> </li> <li>• Why my promotional method 2 meets the specific needs of my customer profile segments:</li> <li>• Why my promotional method 3 meets the specific needs of my customer profile segments:</li> <li>• Why my promotional method 1 and promotional method 2 works well together: <ul style="list-style-type: none"> <li>○ e.g., one promotional method may contain a QR code link to another</li> <li>○ e.g., the digital and non-digital mix is good because .. (Can link to consistency of the personality you want to promote)</li> </ul> </li> <li>• Why my promotional method 1 and promotional method 3 works well together:</li> <li>• Why my promotional method 2 and promotional method 3 works well together:</li> <li>• Produced a timeframe for your promotional campaign including a Gantt chart for a minimum of ten weeks and justified it: <ul style="list-style-type: none"> <li>○ Why I launched my promotional materials in that order?</li> <li>○ Why the length of time each promotional material lasts is appropriate? (Justify why short / long timeframe is appropriate for each)</li> <li>○ Why my planned times of reviews are appropriate?</li> <li>○ Why the date is appropriate for my product launch?</li> </ul> </li> </ul> <p><b><u>Non-digital methods</u></b></p> <p><b>Leaflets:</b> Are small in design, can include pictures and small bits of texts. Can include spaces for coupons / discounts / other special promotions. They can be posted to potential customer houses.</p> <p><b>Newspaper ad:</b> Can target a newspaper with specific readers (that could match you target customers). National newspaper has a wide reach. However, paper quality is low and space within the newspaper will be tight.</p> <p><b>Magazine ad:</b> Are printed on better quality paper. Usually have more colour. There are different magazines aimed at all types of customer segments. You need to decide on which magazine you want the advert placed in.</p> <p><b>Poster / billboard:</b> Are mainly pictures with very few words and can be placed in specific areas around the town / city. More pictures than words make them eye catching, as people will look at them for just a few seconds. Using celebrities within this usually captures more attention.</p> <p><b>Cinema ad:</b> Can include moving images and pictures or a very big screen. Will need to be placed before a film that your target customer will see. Will be very expensive.</p> <p><b>Radio ad:</b> Can target local or national radio stations or stations that target specific genres. You will need a memorable jingle and there is no visual element of this method. If you chose a radio ad you could create a script.</p> <p><b><u>Digital methods:</u></b></p> <p><b>Social media:</b> You could create a Facebook / Instagram / twitter / Tic Tok promotion. Within this you could add posts / comments that are relevant to your promotional objectives. Lots of business social media pages post competitions as well as pictures / videos of the product for sale. Not all demographics use social media.</p> <p><b>Website:</b> Can be reached by people from all over. It must be easy to navigate. But the font / colours / pictures must be linked to the message you want to get across as well as information on the product and services you would normally expect to find on a webpage.</p>	
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	<p><b>Banner / pop-ups:</b> These are small ads that pop up on a computer screen when browsing a website that has some link to the product for sale. The pop-up will have links to websites to find out or buy the product. The pop-up will be small, so messages need to be short.</p> <p><b>SMS text:</b> A small brief text message with links to the product. Most people have phones so can reach lots of people. However, trying to target specific customer segments might be difficult. Might be viewed as spam and people might be think that links within them are linked to virus or fake sellers.</p> <p><b>Podcasts</b> – Similar to radio ads but cheap and simple to make. However, no visual element to the ad.</p>	
Task 3 Part A	<p><b>Have you give an explanation of the factors you must consider when planning for the pitch.</b></p> <p><b>You must:</b></p> <p>Have Explained the factors that you need to consider when planning to deliver the pitch for your design:</p> <ul style="list-style-type: none"> <li>• Objectives of the pitch.</li> <li>• Venue.</li> <li>• Audience.</li> <li>• Use of appropriate media.</li> <li>• Personal appearance.</li> </ul> <p>Produced a pitch and resources/supporting material to show that your business proposal will be successful. This should include:</p> <ul style="list-style-type: none"> <li>• A visual aid to help deliver your pitch e.g., presentation slides, flip chart.</li> <li>• A second visual aid to hand out to your audience e.g., handouts, props, mood board from R068, advert storyboard/mock-ups.</li> <li>• Speaker notes/prompt cards.</li> <li>• Identification of possible questions from the audience and suitable responses that you could give to the questions.</li> <li>• Any other relevant information.</li> </ul>	
Task 3 Part B	<p>Have you</p> <p>Carried out a practice pitch in front of at least two of your peers.</p> <p>Given you feedback and asked you relevant questions</p> <p>Completed Pitch Feedback forms for you and you have included this in your work</p> <p>Have you watched a practice pitch of your peer and given them feedback</p> <p>Reflected on feedback and refined your pitching skills</p> <p>Improved your presentation based on feedback and annotated and explained the changes you have made.</p>	
Task 4	<p>Pitch</p> <p>Include a copy of your supporting materials</p> <p>Include copy of Teacher Evidence Form</p>	
Task 5	<p><b><u>Reflect on your pitch and business proposal</u></b></p> <p>Have you carried out a:</p> <ul style="list-style-type: none"> <li>• Self-assessment.</li> <li>• Feedback from others.</li> <li>• Your personal reflections following the practice and professional pitch.</li> </ul> <p><b>Part One – Carry out a review of your pitching skills.</b></p>	

You **must**: Review your performance after completing your professional pitch. Within your review you must explain your **strengths** and **areas for development**. You must include the following aspects:

- Verbal communication (e.g., clarity, tone of voice, voice projection, use of formal/informal language, pace).
- Non-verbal communication (e.g., body language, posture, eye contact, confidence, visual aids, gestures).
- Visual aids (e.g., design, amount of content, appropriateness).
- Time management.
- Ability to answer questions from the audience.
- Value of rehearsing and practising your pitch.
- Feedback received from others.

**Part Two – Carry out a review of the likely overall success of the business proposal using a range of evidence.**

You **must**:

i. Review your business proposal, identifying **strengths** and **areas for development**. You must review the following aspects:

- **Costs** for your product proposal (Unit R068, Task 5, plus your knowledge from Unit R067, TA3.1).
- Relevance and appeal of your **brand** (Unit R069, Task 1) to your identified **customer profile** (Unit R068, Task 2).
- Suitability of the **brand personality** to your product proposal (Unit R069 Task 1).
- Your **promotional campaign** (Unit R069, Task 2).
- Your **promotional materials** (Unit R069, Task 2) and the approximate costs of producing them.

ii. Explain the likely overall success of your product proposal.

iii. Assess future developments/recommendations for further refinement of the brand and promotional campaign.

## Exam Outline

Section A has 10 multiple choice questions.

Students must tick the appropriate answer from a choice of four.

Test of knowledge recall.

For calculation questions students must use a scientific calculator.

Section B relates to a business scenario. Students must read the scenario at the top of Section B before answering the questions that follow.

Section B has 9 questions these are a mixture of short/medium/longer points marked questions and one extended answer response.

Every question breaks down how many advantages or disadvantages the students must give.

Where students are expected to combine knowledge and analysis, students will see clearly identified areas for explanations.

There are also some questions where students are asked to match up answers from potential answers provided.

Calculation questions require students to show working out in clearly defined boxes.

8 mark questions are the biggest questions, these require students to discuss both advantages and disadvantages with extended explanations and then a justification as to their choice based on the business scenario.



## Homework Schedule

Week Commencing	Homework
13/01/25	Students to complete RO69 as individually directed, prior to hand in.
20/01/25	Students to complete RO69 as individually directed, prior to hand in.
27/01/25	Students to complete RO69 as individually directed, prior to hand in.
03/02/25	Students to complete RO69 as individually directed, prior to hand in.
10/02/25	Students to complete RO69 as individually directed, prior to hand in.
	February Half-Term
24/02/25	TA1: Characteristics, risk and reward for enterprise Multiple Choice Knowledge Recall Quiz
03/03/25	TA1: Characteristics, risk and reward for enterprise Multiple Choice Knowledge Extended Writing Test
10/03/25	TA2: Market research to target a specific customer Recall Quiz
17/03/25	TA2: Market research to target a specific customer Extended Writing Test
24/03/25	TA3: What makes a product financially viable Recall Quiz
31/03/25	TA3: What makes a product financially viable Extended Writing Test
	Easter Holidays
21/04/25	TA4: Creating a marketing mix to support a product Recall Quiz
28/04/25	TA4: Creating a marketing mix to support a product Extended Writing
05/05/25	TA5: Factors to consider when starting up and running an enterprise Recall Quiz
12/05/25	TA5: Factors to consider when starting up and running an enterprise Extended Writing



