



# KS4 ENTERPRISE



Y10

## CONTROLLED ASSESMENT (30% OF COURSE)

ANALYSIS

FACTORS OF SUCCESS

ECONOMY

PROFIT & REMAINING COMPETITIVE

EFFECTIVE ENTREPRENEUR

RESEARCH

ENVIRONMENT

SOCIAL TRENDS

POLITICS

AIMS & OBJECTIVES

SKILLS & CHARACTERISTICS

MICRO ENTERPRISES

TARGET AUDIENCES

FINANCIAL FORECASTS

START UP COSTS

## CONTROLLED ASSESMENT (30% OF COURSE)

RESEARCH

SEGMENTING POPULATION

CREATE/PRESENT BUSINESS PITCHES

PRODUCT PLACING

PROMOTIONS

MARKETING MIX

## MARKETING & FINANCE FOR ENTERPRISE

SEGMENTING POPULATION

PRICING STRATEGIES

TARGETING THE MARKET

Y11

SELLING POINTS

SALES & PROMOTIONS

FINANCIAL FORECASTS

ASSETS & LIABILITIES

## MARKETING & FINANCE FOR ENTERPRISE

BRAND LOYALTY

COMPETITION

ADVERTISING

PROFITS & LIQUIDITY

REVENUE

CONSTRUCTING & INTERPRETING CHARTS

BREAK-EVEN CHARTS

FINANCIAL DOCUMENTS

## MARKETING & FINANCE FOR ENTERPRISE

SOURCES OF FINANCE

FORMULAE & RATIOS

CALCULATIONS

## TERM 3 - EXAM PREPARATION