

# Cambridge Nationals in Enterprise and Marketing (2022 Onwards)



Go to College/6 form Start an apprenticeship T-LEVELS



Complete EXAMS

Revise for exams



## FINAL REVISION

### Topic Area 3: Making a product financially viable

- Identifying cost (Fixed cost, Variable Cost and Total Cost)
- Calculating Total Revenue, profit/loss
- Break Even
- The importance of cash

### Topic Area 2: Market Research

- The purpose of market research
- Primary and secondary market research sources
- Types of data

### Topic Area 2: Market Segmentation

- The meaning of segmentation
- Problems/challenges with segmenting

### Topic Area 1- Rewards and drawbacks of risk taking

- Rewards- e.g. Independence, self satisfaction
- Risks- e.g. well being, work life balance

### Topic Area 1- Characteristics, risk and reward

- Characteristics of a successful entrepreneur such as being creative, confident, innovative

### Topic Area 2: Market Segmentation

- The meaning of segmentation
- Problems/challenges with segmenting

### Topic Area 4: Compare outcomes of pitch with initial idea.

- What went well
- What could be improved

### Topic Area 4: Creating a marketing mix (Price, Product, Place and Promotion)

- Understand the elements of the marketing mix
- Understand how the elements work individually and together

### Topic Area 3: Deliver Professional Pitch

- Identify assessment points from the Teacher Observation Form

### Topic Area 4: Review personal Presentation Skills/ RO68 Topic Area 1

- Communication skills
- Ability to answer questions from audience

### Topic Area 4/ RO69 Topic Area 3 and Topic Area 4, RO68 Topic Area 4: Review brand proposal, promotional campaign and professional pitch

- Review brand using sources such as promotional materials
- Review professional pitch to an external audience

### Topic Area 3/RO68 Topic Area 1: Developing personal and presentation skills

- Verbal skills
- Non-verbal skills
- Use of notes, cues, pitch script
- Time management

### Topic Area 2: Creating appropriate promotional campaign

- Is it appropriate for the business proposal?
- Is it appropriate for the customer profile?

### Topic Area 2: Creating a Promotional Campaign

- Identify the objectives of a promotional campaign
- Create a plan for a promotional campaign

### Topic Area 5/Topic Area 1: The impact of risks and challenges

- Detailed research
- Attending training courses
- Use of experienced advisors
- Contingency planning

### Topic Area 3: Plan and Pitch a Proposal

- Pitch objectives
- Consider the audience
- Consider the venue
- Consider the media/materials
- Consider the personal appearance
- Consider the structure
- Consider the use of visual aids.

### Topic Area 1: Produce a competitor analysis

- Key factors when researching competing brands
- Identifying opportunities and threats

### Topic Area 1: Developing Brand Identity to target a specific customer

- What is a brand?
- Why is branding used?
- What are the different types of branding methods?

### Topic Area 3: Creating a Design Mix for a product:

- Function
- Aesthetics
- Economic Manufacturer

### Topic Area 5: Reviewing the likely success of the business proposal

- Risks and challenges associated with launching a new product e.g. competition and overspending on the budget

### Topic Area 4: Applying appropriate pricing strategies

- Understanding how to select an appropriate pricing strategy e.g. price skimming

### Topic Area 2: Identifying Customer Profile/ RO67

#### Topic Area 1 :

- Applying Market Segmentation

### Topic Area 2/RO67 Topic Area 2- Market Segmentation:

- Use of segmentation to target customers

### Topic Area 1- Sampling Methods-

- Choose appropriate sampling methods:
- Cluster
- Convenience
- Random
- Quota

### Topic Area 1- Market Research/ RO67 Topic Area 4-selecting appropriate primary and secondary market research methods (check accuracy of secondary market research)

### Topic Area 3/Topic Area 1- Review designs for a product proposal

- Self assessment
- Methods of gaining feedback

### Topic Area 4/ RO67 Topic Area 4: Reviewing Business Proposal

- Calculating costs such as Total Cost, Revenue, Break even, Total Profit.

### Topic Area 1- Factors to consider when conducting research/ RO67 Topic Area 1:

- Cost
- Location
- Personnel availability
- Time

### Topic Area 1/ RO67 Topic 2- Reviewing results of market research:

- Methods of collating data ( Frequency table , Table, Tally chart )
- Methods of presenting data (Charts , Diagrams, Tables)

### Topic Area 1- Data Types:

- Quantitative
- Qualitative

### Introduction:

- Specification requirements.
- Mark Scheme.
- Resources.
- Structure of the course

RO67- Enterprise and Marketing Concepts

RO69-Market and Pitch Business Proposal

RO68- Design a Business Proposal

YEAR 10

welcome

Topic Area 5: Factors to consider when starting a business

- Ownership Structures
- Sources of capital
- Support for Enterprise

Topic Area 3: Practice Pitch

- Give and receive constructive feedback

Topic Area 4: Review Viability of Business Proposal

- Likelihood to break-even
- Likelihood to make a profit

