



Using feedback and review to identify possible changes to the pitch.

Presenting a business pitch

Pitching a micro-enterprise activity.

Learning Aim C

Learning Aim B



Component 2: Explore ideas and plan for a micro-enterprise activity.

Plan for a micro-enterprise activity.

Sources of business finance.

Generating ideas for a micro-enterprise activity.

Learning Aim A

Break-even analysis and break-even point

Suggesting improvements to cash flow problem

Using cash flow data.

Profitability and liquidity

Statement of comprehensive income.

Sources of revenue and costs.

Financial documents.



Learning Aim C

Learning Aim B

Financial forecasting.

Statement of financial position.

Terminology in financial statements.

Payment methods.

Factors influencing the choice of promotional methods.

Component 3: Promotion and Finance for Enterprise.

Elements of the promotional mix and their purposes.

YEAR 11

Learning Aim A

Situational analysis – SWOT and PEST.

Internal factors for enterprise success.



Understanding competitors

Targeting and segmenting the market

Using market research to understand customer

Learning Aim C

External factors for enterprise success.

Component 1: Exploring Enterprises

Types and characteristics of Small and Medium Enterprises

Customer needs.

YEAR 10

Learning Aim A

Learning Aim B

What is an enterprise?

The purpose of enterprises.

Entrepreneurs.

welcome



BTEC Tech Enterprise