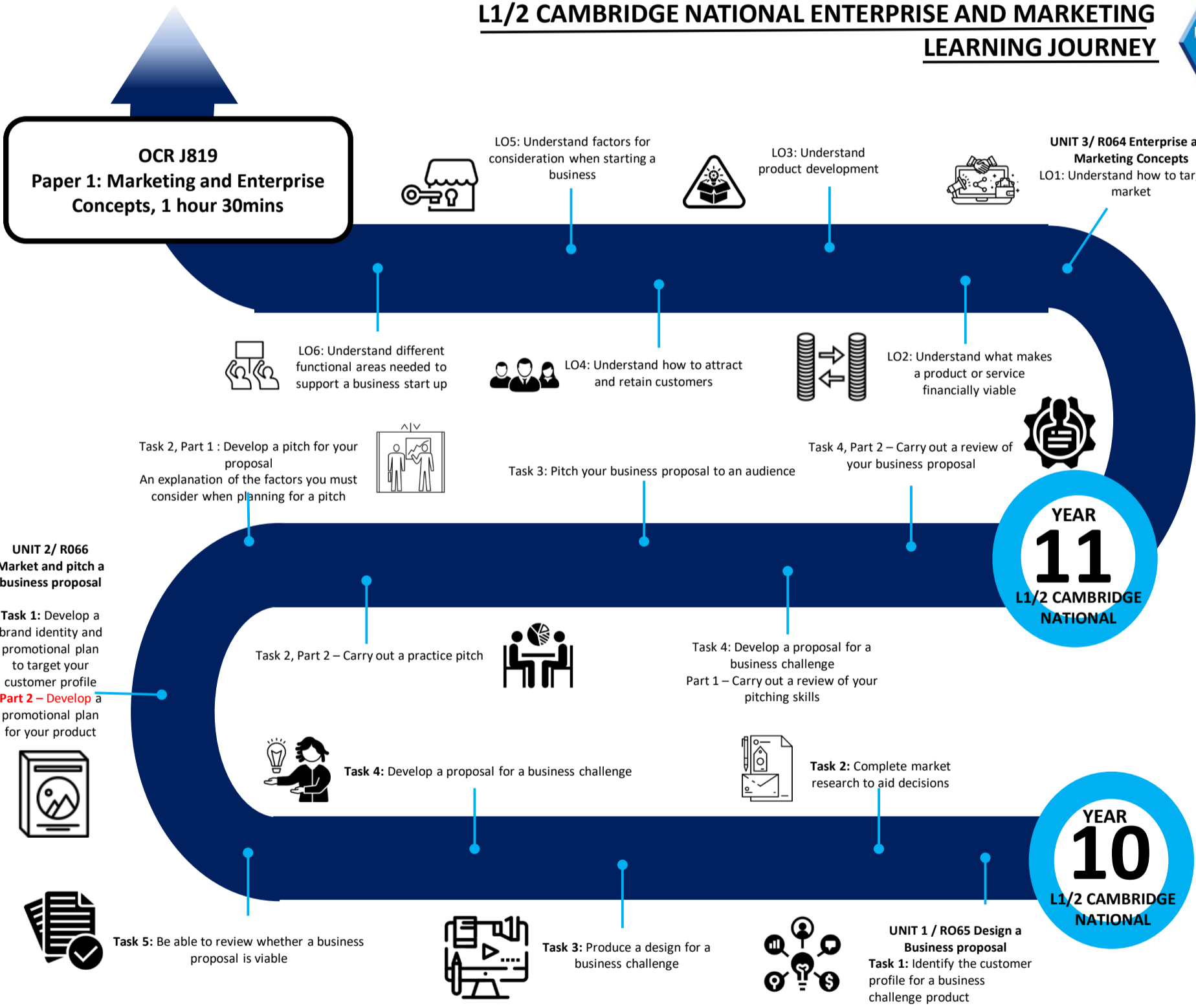


TUXFORD ACADEMY
L1/2 CAMBRIDGE NATIONAL ENTERPRISE AND MARKETING
LEARNING JOURNEY



OCR J819
Paper 1: Marketing and Enterprise Concepts, 1 hour 30mins

LO5: Understand factors for consideration when starting a business
 LO3: Understand product development
 UNIT 3/ R064 Enterprise and Marketing Concepts
 LO1: Understand how to target a market

LO6: Understand different functional areas needed to support a business start up
 LO4: Understand how to attract and retain customers
 LO2: Understand what makes a product or service financially viable

Task 2, Part 1 : Develop a pitch for your proposal
 An explanation of the factors you must consider when planning for a pitch
 Task 3: Pitch your business proposal to an audience
 Task 4, Part 2 – Carry out a review of your business proposal

YEAR 11
L1/2 CAMBRIDGE NATIONAL

UNIT 2/ R066
 Market and pitch a business proposal
 Task 1: Develop a brand identity and promotional plan to target your customer profile
 Part 2 – Develop a promotional plan for your product

Task 2, Part 2 – Carry out a practice pitch
 Task 4: Develop a proposal for a business challenge
 Part 1 – Carry out a review of your pitching skills

Task 4: Develop a proposal for a business challenge
 Task 2: Complete market research to aid decisions

YEAR 10
L1/2 CAMBRIDGE NATIONAL

Task 5: Be able to review whether a business proposal is viable
 Task 3: Produce a design for a business challenge
 UNIT 1 / R065 Design a Business proposal
 Task 1: Identify the customer profile for a business challenge product