

UNIT OVERVIEW & LEARNING JOURNEY

YEAR 10 – Enterprise & Marketing: TERM 1 & 2

R068 – Design a business proposal

Aim of this unit:

This is a mandatory coursework unit that students will study for two terms, using the scenario provided by OCR. The final coursework mark will be submitted to the exam board in May. The theory needed for this coursework is from *R067: Enterprise and marketing concepts* and will be covered in more detail in Year 11. In this unit, students will learn how to carry out market research and use their findings to decide who their customers will be. They will create a design mix and produce design ideas for their product. Using feedback, they will decide on their final design. After this, they will carry out financial calculations to determine whether their proposal is likely to make a profit.

Assessment Procedures:

This is the first piece of coursework which students will need to complete independently. This unit is worth 30% of the overall course.

Grading for the course is:

- Pass - equivalent to grade 4 at GCSE
- Merit - equivalent to grade 5.5 at GCSE
- Distinction - equivalent to grade 7 at GCSE

On completion of this unit, students will have gained some of the essential skills and knowledge needed if they want to start a business, but also the transferable skills of creativity, self-assessment, providing and receiving feedback, research, and evaluation.

Homework:

Homework will be set at least once a week. Details of individual homework can be found on Synergy.

How can you help?

Ensure your child attends sessions with their teacher after school to improve their coursework. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

Encourage your child to read and watch the news regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.

Enterprise & Marketing	My Target Grade:	L2P L2M L2D L2D*
Final Mark for R068	Mark:	Grade:



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 ★ SINCERE ★ THOUGHTFUL ★ ASPIRATIONAL ★ RESILIENT ★ SOLIDARITY ★

UNIT R068: DESIGN A BUSINESS PROPOSAL

Class Designs - Small business producing t-shirts

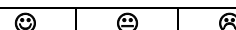
Topic Area 1 (R067): Characteristics, risk, and rewards for enterprise

1.1 Characteristics of successful entrepreneurs

This section covers why each characteristic may help the entrepreneur to be successful.

7 characteristics of successful entrepreneurs: Creativity | Innovation | Risk-taking | Communication | Negotiation | Confidence | Determination

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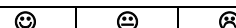


1.2 Potential rewards for risk taking

This section is about the possible rewards for risk taking.

4 rewards of taking a risk: Financial | Independence | Self-satisfaction | Making a difference/change

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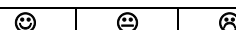


1.3 Potential drawbacks for risk taking

Here you will learn the drawbacks when entrepreneurs take risks.

4 drawbacks of taking risks: Financial | Health/wellbeing | Work-life balance | Personal relationships

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Topic Area 2 (R067): Market research to target a specific customer

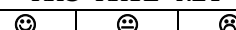
Topic Area 1 (R068): Market Research

2.1 Purpose of market research

This covers the purpose of market research - why and when entrepreneurs need to carry out market research.

6 purposes of market research: Risk | Reduce | Market | Customers | Views | Product development | Good | Service | Complements

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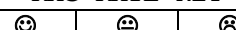


2.2 Primary market research methods

You will learn about the 7 main methods of primary market research.

7 main primary research methods: Observations | Questionnaires | Survey | Interviews | Focus groups | Consumer trials | Test marketing/pilots

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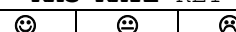


2.3 Secondary market research sources

Here you will learn about the different secondary market research methods and the advantages and disadvantages.

Secondary market research methods: Internal data | Books | Newspapers | Trade magazines | Competitors data | Government publications | Mintel

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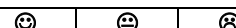


2.5 Types of market segmentation

Here you will learn about the 6 main types of market segmentation.

6 main market segmentation methods: Age | Gender | Occupation | Income | Location | Lifestyle

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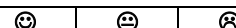


2.6 Benefits of market segmentation to a business

This section is about the benefits of carrying out market segmentation and how it leads to targeted marketing.

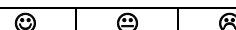
Customer needs are met, potential for increased profit, target marketing: Customer needs | Increased | Profits | Profitability | Target marketing

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Increased customer retention, potential increase in market share: Customer retention | Potential | Market share

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STARS

Topic Area 3 (R068) : Develop a product proposal

3.1 Create a design mix for a new product

You will learn about how the design mix can influence the design of a product.

Design mix: Function | Aesthetics | Features | USP | Market segment | Economic | Influence | Selling price | Added value | Break-even

RAG RATE KEY



3.2 Product design for a new product

Here you will learn about how to use your market research to design your product idea.

Use market research to inform product design: Primary | Secondary

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Relate product designs to your business brief: Research | Customer profile

RAG RATE KEY



Use current creative techniques: Mind map | Moodboard | Brain shifter | Design

RAG RATE KEY



3.3 Review designs for a product proposal

Here you will learn about how to self-assess your designs. You will also gain feedback from peers and learn how to finalise your design based on this feedback

Review design for product proposal and finalise design after feedback: Self | Peer | Feedback | Target market | Verbal | Written | Online

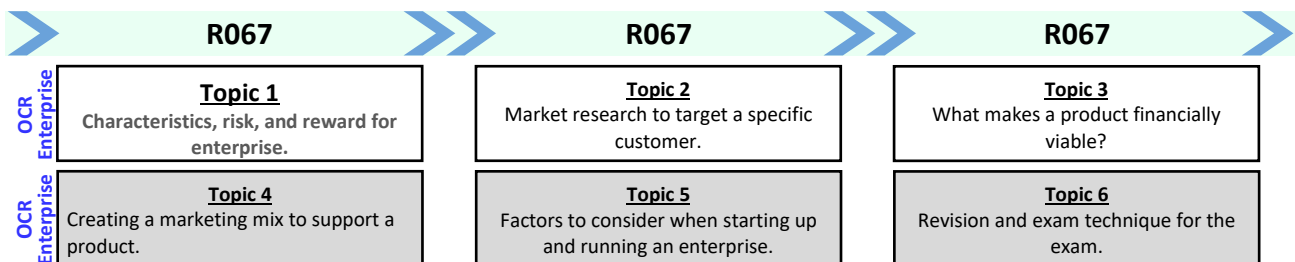
RAG RATE KEY



TOTAL FOR THIS UNIT

/60

FUTURE LEARNING:



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