

# BTEC Tech Award in Enterprise



Mr Flanagan & Ms McGowan

# Why Should I Study Enterprise?

- If you are interested in being an entrepreneur and owning your own business in the future?
- You want to be hands on in completing market research for your own enterprise idea?
- Investigate how businesses use the marketing mix to meet customers needs and understand competitors?
- You like solving financial equations and forming ideas on how to improve business finance?
- Want to know how the outside world affects the way businesses make decisions?



## TOP 20 HIGHEST PAYING JOBS IN 2019

JOB TITLE	Avg. annual salary	% change from 2018
Chief executives and senior officials	£156,209	4.6
Air traffic controllers	£93,955	1.7
Marketing and sales directors	£93,372	4.8
Legal professionals*	£90,791	8.4
Financial managers and directors	£87,855	0.6
Aircraft pilots and flight engineers	£86,204	10.2
Dentist	£82,839	x
Doctors	£79,767	-2.4
IT and telecommunications directors	£79,260	-6.8
Advertising and PR directors	£72,139	7
Managers and directors in finance	£71,905	-9.5
Functional managers and directors*	£70,438	-5.7
Manufacturing managers and directors	£62,621	2.5
Mining and energy managers and directors	£62,083	4.8
Senior police officers	£59,375	-2.6
Train and tram drivers	£57,904	6.7
Purchasing managers and directors	£57,663	2.2
Managers and directors in construction	£57,003	4.4
HR managers and directors	£56,943	-0.1
Tax experts	£56,627	3.7

\*Not elsewhere classified

# What Skills do I need in Enterprise?

- **Passion about Business**
- **Organisation**
- **Motivated to work independently**
- **Good at writing reports**
- **Analyse information to make own judgements**
- **Able to meet deadlines/work in exam conditions**
- **Creativity/intuition**
- **Good research skills**
- **Good IT Skills**

# What Will Enterprise Lessons Be Like?

*There will be a mixture of teacher led content, class discussions, individual creativity working on coursework.*

- You will be taught theory – teacher led
- This will be applied to a business context – teacher and class discussion/videos
- You will then write up coursework to show understanding of theory – student coursework- this will start straight away in Year 10 so you need to be ready from the beginning
- Exam practice questions





# How Will I Be Assessed?

## How will my work be assessed?

- The course will be assessed by a combination of internal and external assessments over the course of year 10 and 11. Set Assignment tasks will be completed in Year 10 and practice assignments will start within the first term of lessons.
- All Set Assignments will be completed in lesson time under exam conditions with all tasks completed at the same time within a working Assessment Window:

Component 2: OCT - DEC Year 10 (2 Tasks) 2nd Attempt for each unit

Component 1: FEB – MAY Year 10 (3 Tasks) available based on results

Component 3: Exam Jan/Feb Year 11 (has to be at the end)

# What Does Work Look Like In Enterprise

## Work will consist of large projects of coursework in Yr10

### Component 2 OCT – DEC (2 tasks)

Component 2: Planning for and Pitching an Enterprise Activity - Internally assessed (30% of the total course).

The assignment will take approximately 6 hours of monitored preparation and 7 supervised hours to complete. Internally assessed (30% of the total course).

### Task 1 – Plan a micro enterprise activity (Template provided)

Executive Summary: Overview of your enterprise	Operations: Product features and pricing strategy	Promotion: How will you sell your product?	Resources: Physical and human	Resources: Financial																																												
<b>Enterprise opportunity:</b> What is the need for your enterprise, and how will your enterprise serve this need?	<b>Features of the product</b> Name of product: Description of product: Retail price of product: Cost of raw materials for each product: Benefits of the product: Unique selling points of the product: How the product's features help to meet your aims:	<b>How are you going to promote your product?</b> How? Why? Cost effectiveness:  Business website (optional):  Business social media (optional):	<b>Physical resources:</b> Description and how they will be obtained: Estimation of costs:  <b>Human resources:</b> Description and how they will be obtained: Estimation of costs:	<b>Financial information:</b> The table below will help you work out your costs. It should include all the costs associated with getting your business going, including marketing, room hire, etc. <table border="1"><thead><tr><th>Start up costs</th><th>Running costs</th><th>Production costs/ cost of sales</th></tr></thead><tbody><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></tbody></table> <b>Financial information: Costs and revenue information for break-even</b> <table border="1"><thead><tr><th colspan="4">Costs and revenues for enterprise name</th></tr></thead><tbody><tr><td>Number of units</td><td></td><td></td><td></td></tr><tr><td>Sales revenue</td><td></td><td></td><td></td></tr><tr><td>Fixed costs</td><td></td><td></td><td></td></tr><tr><td>Total costs</td><td></td><td></td><td></td></tr></tbody></table> <b>Break-even calculation</b> <table border="1"><tbody><tr><td></td><td></td><td></td></tr></tbody></table>	Start up costs	Running costs	Production costs/ cost of sales																			Costs and revenues for enterprise name				Number of units				Sales revenue				Fixed costs				Total costs						
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<b>Projected trading window profit.</b> £	Where will you be selling, and why?																																															

# What Does Work Look Like In Enterprise

## Work will consist of large projects of coursework in Yr10

### Component 2 OCT – DEC (2 tasks)

Component 2: Planning for and Pitching an Enterprise Activity - Internally assessed (30% of the total course).

Task 2 – Pitch an enterprise idea (Approx 6-10 slide PowerPoint with supporting notes)

You will have to record yourself presenting and critique your performance

**Evidence of Pitch 1: PowerPoint**

The screenshot shows a PowerPoint presentation for 'Handmade by Hannah'. The title slide features a pink and white logo with a spool of thread and the text 'Handmade by Hannah' and 'HAPPINESS IS HANDMADE'. The following slides contain text and a table. The text describes the business idea, its development, and the target market. The table lists the business aims and objectives.

Good morning/afternoon. My name is Hannah and I would like to pitch you my business idea 'Handmade by Hannah' which is a quality service offering beautiful handmade bunting for all occasions. The bunting could be made for Christmas, weddings, baby showers or simply as home decorations. The customers can choose to buy from a selection of pre-made pieces or order bespoke designs. The element of bespoke and customisation is a USP.

The impetus for the business is 'Happiness is Handmade'. The business idea was developed as a result of considering three potential business ideas. This idea was chosen as the best idea as I have experience of making these items before as gifts and for my bedroom. I am passionate about these handmade products and all things craft so feel I could do a good job selling them.

**BUSINESS AIMS**

01	02	03	04
Develop a quality handmade product	Provide a bespoke service	Target the local market	Provide a quality handmade product

**MY BUSINESS IDEA - BUNTING**

\* Location - Middle Primary School Car and Table Sale  
 \* Timing - The Stall will run from 10.30 to 1.00  
 \* Research - 60% of survey responses said they would like to purchase well done at the sale  
 \* Resources - Human and Physical

On the first and third Saturday of each month there is a table top and car boot sale in a local primary school hall and carpark. The sale hosts up to 50 stalls/stalls. It is well attended with over 300 visitors the event each time it is held. The sale is very well established and you are charged a small fee for the pitches. In the hall it costs £10 per table. This is a good location to consider starting my own business. There is a big list for the tables so I have pre-registered for three months starting in 6 weeks time. I liked the idea to analyse the competition and no other trader offered these products but there were 16 stalls which sold good which would complement my product and I could see these stalls had a steady stream of potential customers making enquiries and there were sales being made.

When I visited the site I had designed a questionnaire that I asked people if they would be prepared for me to send it to them. 15 people completed my questionnaire and I was able to find out that over 50% of customers attending the sale are considering purchasing craft items and this number increases when you add those interested in homecare. Other secondary research showed that there is an appetite for these types of products and overall the average price was considerably higher than I expected.

In terms of resources I will need some physical resources, most I have for example the sewing machine and I have an initial stock of the materials, cotton materials and consumables are needed which I have calculated this will cost up to £150. I am aware this is a labour intensive task but it is something I enjoy, it is original and I have the support of family members who also enjoy making textiles and they may be prepared to help. I have good communication skills and am passionate about these handmade products so feel I could do a good job selling them. I can work on a plan to prepare as much of the items as I can in one go which would speed up the processing time. Products can be prepared in advance, stored and reused as there is no expiry date. I am also certain it would be successful as currently handmade/sourced local products are trendy and websites specialising in bespoke handmade gifts and items such as Etsy are very popular so as customers having the ability to see my products, feel the quality and make a decision for me order I think will be successful. Additionally there is potential opportunity to also sell these items via an online method in addition to the table top sale using social media or a site such as eBay.

**BUSINESS AIMS**

01	02	03	04
Develop a quality handmade product	Provide a bespoke service	Target the local market	Provide a quality handmade product

My first business aim is to create high quality contemporary crafts, to be the best quality they will have full seams as they are more likely to last longer and would save being washed. If customers see the quality then I am more likely to make sales. I aim to attract my customers and I can do this with my hand designed also as the availability of a bespoke service. Customers can buy pre-made bunting or they can make a pre-order for any week they want. The colours and designs can be selected from what I have seen on other. I also aim to break even by the second week, then aim to make a profit. Now I have set out to talk about money but at the moment, I am going to raise the profile of my business using Facebook as the sale has an events page and I can post images of the products in there in advance to attract customers. I will also have a Pinterest page and Instagram as there are suitable social media platforms for craft items. I will ensure I photograph my products and I will encourage customers to leave reviews on the Facebook page as having a page can set up the first sale and give me a very good reference and a valuable way to appeal to my target market. I believe most customers will be female, over 25 and have a certain level of disposable income and the social media sites Facebook and Pinterest are popular with people who are not based on research.

**FINANCE CONTINUED**

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Revenue	0	0	0	0	0	0
Cost of materials	0	0	0	0	0	0
Profit	0	0	0	0	0	0
Revenue	0	0	0	0	0	0
Cost of materials	0	0	0	0	0	0
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Revenue	0	0	0	0	0	0
Cost of materials	0	0	0	0	0	0
Profit	0	0	0	0	0	0
Revenue	0	0	0	0	0	0
Cost of materials	0	0	0	0	0	0
Profit	0					

# What Does Work Look Like In Enterprise

## Work will consist of large projects of coursework in Yr11

### Component 1 FEB – MAY (3 tasks)

The assignment will take approximately 6 hours of monitored preparation and 5 supervised hours to complete. Internally assessed (30% of the total course).

Task 1 - Examine the characteristics of enterprises: Research a business and write a report on business characteristics and how this leads to an enterprise success or failure (approx. 10 pages)

**Tasks**

**Task 1a – The impact of the activities carried out by the selected enterprise to its success**

Choose and carry out research on one for-profit enterprise. The selected enterprise must be a micro or medium enterprise and must come from at least one of the following sectors:

- business to customer (B2C)
- goods
- e-commerce
- leisure.

Produce a response that explores the impact of the activities carried out by the selected enterprise in helping it to support its aims.

Your response must include:

- details of **at least three** specific and detailed activities carried out by the for-profit enterprise
- how each of the specific activities helps to support the enterprise's aims
- supported judgements about the impact of each of the activities in helping the enterprise to support its aims.

(12 marks)

#### Enterprise questionnaire

1. Which purpose would you say your business fulfils?

Producing goods      Providing a service      Distributing Products  
Service to help others      Fulfilling a business opportunity

Do you meet your purpose via a physical shop, online or both? .....

2. How big is your business classified by number of employees?

Micro: 1-10      small: 11-49      medium: 50-249

3. What ownership would you classify for your enterprise? (Circle)

Sole trader      Partnership      Limited liability partnership  
Social enterprise      Private limited company

4. Why did you decide to start your business? (circle all applicable)

Be own boss      To pursue a hobby that you enjoy  
The flexibility to work when and where one chooses      Challenge and satisfaction  
To make money      Provide employment for self and others      Pursue a social mission

This will consist of independent research gathered by students through a questionnaire for a chosen enterprise that meets the scenario criteria.





# What Does Work Look Like In Enterprise

## Work will consist of large projects of coursework in Yr11

### Component 1 FEB – MAY (3 tasks)

Component 1 Exploring Enterprises - Internally assessed (30% of the total course).

Task 1 - Examine the characteristics of enterprises: Research a FOR-PROFIT MICRO ENTERPRISE characteristics and how this leads to an enterprise success or failure (approx. 10 pages)

#### Enterprises- success or failure

I have studied two local enterprises the first being Slattery and the second being Let's Vape Mcr.

#### Task 1

#### Slattery:

Slattery is a patisseries and chocolatiers which offer bespoke celebration and wedding cakes. The business first started in 1967 when a shop was opened in Crumpsall creating a niche market which was something the supermarkets couldn't do but then the owners decided they wanted to expand. Therefore they opened another shop in Prestwich Precinct which was successful for a few years however it was over run by the supermarkets, Tesco and Sainsbury. Thus, they shut down the shop in Prestwich and opened one in Whitefield alongside the Crumpsall shop which closed in 2012, leaving their shop in Whitefield as the only Slattery remaining.

Slattery is a private limited company as it has one owner being John Slattery who works alongside three directors who are, his sister Anne and her husband Steve as well as John's daughter Laura. Slattery, being a limited company, does have its advantages as this means that John can take on investments without risk to his personal wealth meaning John has limited liability.

Also having a limited company means that John has a separate entity therefore if he or the directors were to retire or die, this would ensure the business would continue and guarantee the employment of staff. However, there are some disadvantages with having a private limited company for example ownership and control are separated as John must confer with his shareholders in order to make a decision to make any changes to the business.

John loves having this business as he always had a passion as well as the skills for confectionery; in particular he thoroughly enjoys decorating celebration cakes especially when working with chocolate. Also this justifies the amount of hours- 13hrs- per day John works as we can see the commitment he has within the business just by this statistic. John has a total of 94 staff which is a considerable difference from when the business first started as then the total employees was around six members of staff.

Between the staff there are 36 different jobs, for example: waitressing, cleaning, decorating, cleaning, baking etc. Slattery is a very ethical business and a big factor of this is because of the way John treats his staff as he sees all his staff as family and pays them above minimum wage. All staff is treated like family and in return this means that the staff treats John with loyalty with a large number of members of staff spending their whole working life being employed by Slattery.

Slattery is currently located at 197 Bury New Rd, Whitefield, Manchester M45 6GE. This is a very good location for this particular business because it lays on a busy road which cars and people pass every day.

Also the population of Whitefield is estimated to currently be 21,147 with a proportional value of male to females who vary in age range which is advantageous to the business as they have something for everyone.

However, the main problem Slattery faces at the moment is the size of the car park as there are not enough spaces for the amount of people who come to Slattery. But in order to solve this problem they are going to use some of the refurbished space from bury medical centre in order to create more space.

In regards to the current building John bought the building for £930000. He then knocked down the 12 stables in the back and built a new kitchen, developing space for the chocolate school.

For the dining room, John built a 2 story extension thus it went up from 66 to 150 seats. Overall, the new building was 14000 square feet, but it cost £2.4 million to move premises which left him in £1.4 million of debt when he opened the new premises in 2004.

Moreover, although there aren't many cake shops within this vicinity Slattery's main competition are the supermarkets especially Morrison's as it is only 0.8 miles away from Slattery's location. This is competitive as these supermarkets are very convenient purely because they are opened everyday for 24 hours which of course is something John is unable to provide with his business.

Not only does Slattery have a physical presence but they also have an online one. They have a website which sells cakes, chocolates and sweet gifts, as well as advertising their chocolate course they offer. Alongside their website Slattery also have many social media accounts on platforms like Facebook, Instagram and Twitter which is very beneficial to the company when it comes to advertising as the cost is minimal and the market is international. The best time of year for this business is Christmas and Easter as many people will want to be inside for hot drinks in the winter and Easter is a known time for having

#### Further Population Figures:



chocolate therefore Slattery's took advantage of this factor in order to increase profit. John showed how innovative he was during the Easter period of 2018.

He made a number of Easter eggs and one of which was a 'sorting egg' which was a black chocolate egg with a lightning bolt and a wizard's hat. An image of the egg was put on the mentioned social media platforms as a poll for which egg was the best and the person who won received the egg.

The fact that it was so popular and was on social media got the local press interested like MEN and Bury times. People wanted the egg so much they came from places like Bournemouth and Newcastle to the shop as they could only buy it from the shop because the egg was too fragile. This was very good for business because when these people came to the shop they also bought more products over the Easter period all through the grand power of social media.

This showed how John was innovative as an entrepreneur as he always works hard to come with new ideas, he follows the trends that are happening and uses these to create new ideas in chocolate and cakes. John has always been passionate about anything sweet and this is shown in how he has dedicated he has always been to Slattery as he has devoted his entire life to the enterprise.

Overall, John's main aim for Slattery is for it to be a destination business. He doesn't want his shop to be yet another cake shop as he wants it to feel like an experience for the customers so that they will want to come to Slattery at least once in their lives. As we can see Slattery is an immensely successful business which we can conclude just by observing the amount of people who walk in and out of the shop on a daily basis.

The highest selling item on the website is the gift vouchers as customers want to come to Slattery for an experience so they use these vouchers to use the dining room or the chocolate school. This shows another way John is innovative as he knows what his customers want and he designs items to appeal to this. However, like any business I think the success of the business does ultimately go down to the owner in this case John as it was because of his passionate characteristics that he got Slattery off the ground and also maintained it for so many years. In addition of course a lot of the success will also go to the quality of his products because if they weren't as iconic as they are the business would not get as many people travelling to experience the fantastic show of Slattery



# What Does Work Look Like In Enterprise

## Marketing and Finance for an Enterprise

### Exam (Yr 11)

Component 3: Marketing and finance for enterprise - externally assessed exam (40% of the total course).

This external component builds on knowledge, understanding and skills acquired and developed in Components 1 and 2 and includes synoptic assessment. Learners will be provided with a case study of a small to medium enterprise (SME), and a series of activities to complete.

This component is assessed by a written assessment set and marked by Pearson. The external assessment will be 2 hours in length. The number of marks for the assessment is 60.

Some of the topics that are covered in this unit: lots of these have already been covered across Component 1 & 2:

Promotion

Target market

Financial document

Cash flow

Break-even

Sources of finance

Marketing mix

Profitability

Revenue&Costs



# What Does Work Look Like In Enterprise

## Marketing and Finance for an Enterprise

### Exam (Yr 11)

Component 3: Promotion and finance for enterprise - externally assessed exam (40% of the total course).

#### Scenario

##### AC Paddleboarding

AC Paddleboarding is a micro-enterprise owned by Azem and run with a small team of instructors. It offers outdoor stand-up paddleboarding (SUP) sessions and sells SUP equipment.

SUP participants stand on an inflatable board and use a canoe-style paddle to move through the water.



The sport is accessible to all age groups and is easily adapted to suit those with disabilities.

AC Paddleboarding operates in a competitive and growing market. It operates all year round although some months have very few sales.

Azem used both internal finance and a bank loan to pay for the start-up costs of AC Paddleboarding.

(b) Give **two** internal sources of finance available to an enterprise when starting up. (2)

1 .....

2 .....

Azem is planning a sales promotion to try to increase brand awareness for AC Paddleboarding.

(c) Explain **two other** advantages for an enterprise of using sales promotion. (4)


1 .....

2 .....

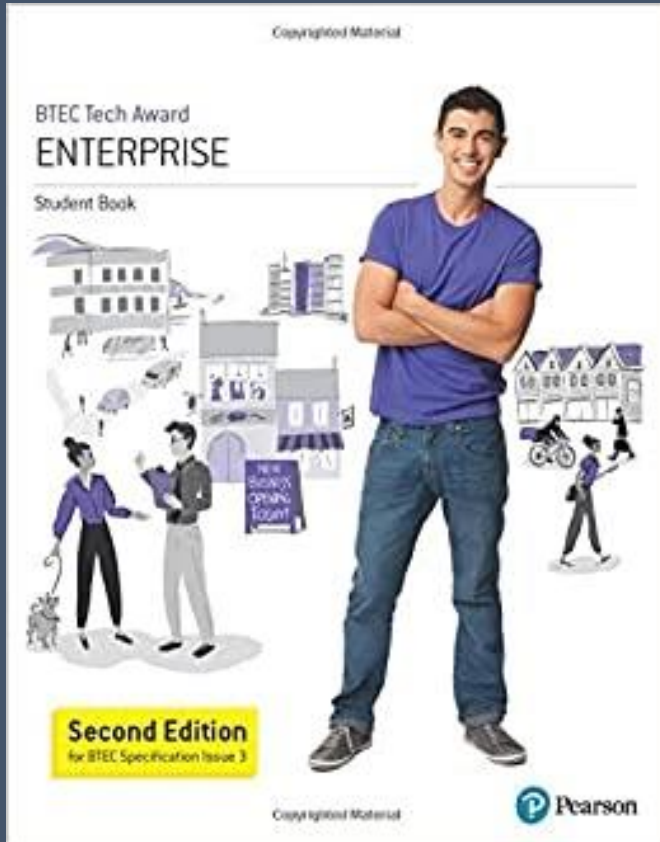
(Total for Question 4 = 8 marks)

Figure 2

2 (a) Complete the credit note using the information given in Figure 2.

CREDIT NOTE					
 AC Paddleboarding Harbourside, Eastend-on-Sea ES1 3BQ tel: 0774952281		Date: 1 September			
		Credit note number .....			
Customer name and address:		Jan Britton 32 Orchard Close, Pengam, PC82 1FG			
Qty	Description	Unit price		Amount refunded	
		£	p	£	p
1	Inflatable SUP	115	00	115	00
2	Lightweight SUP paddle sets	25	25		
Reason for credit: Wrong items delivered		Goods total			
		VAT @ 20%			
		Total credit			

# How Do I Find Out More Details?



- Speak to the subject lead:  
Ms McGowan or Mr Flanagan
- Email  
[mcgowane@wallingfordschool.com](mailto:mcgowane@wallingfordschool.com)
- Speak to older students who  
are already taking the course  
in Yr 10 and Yr 11