

Cambridge Nationals Level ½ Enterprise and marketing OCR J837

Unit R067 -Enterprise and Marketing Concepts

Topic Revised Key:

R	RED
A	AMBER
G	GREEN

TA1: Characteristics, risk and reward for enterprise

TA	Topic	R	A	G
1.1.	Characteristics of successful entrepreneurs			
	Know the characteristics of successful entrepreneurs			
	Creativity : How this characteristic may help the entrepreneur to be successful			
	Innovation : How this characteristic may help the entrepreneur to be successful			
	Risk-taking : How this characteristic may help the entrepreneur to be successful			
	Communication : How this characteristic may help the entrepreneur to be successful			
	Negotiation : How this characteristic may help the entrepreneur to be successful			
	Confidence : How this characteristic may help the entrepreneur to be successful			
	Determination : How this characteristic may help the entrepreneur to be successful			
1.2.	Potential rewards for risk taking			
	Know the potential rewards for risk taking			
1.3.	Potential drawbacks for risk taking			
	Know the potential drawbacks for risk taking			

TA2: Market research to target a specific customer

TA	Topic	R	A	G
2.1.	The purpose of market research			
	Why entrepreneurs need to carry out market research			
	When entrepreneurs need to carry out market research			
2.2.	Primary market research methods			
	Advantages of primary market research methods			
	Disadvantages of primary market research methods			
	Know the types of primary market research methods			
	Observations: Advantages			
	Observations: Disadvantages			
	Questionnaires/surveys: Advantages			
	Questionnaires/surveys: Disadvantages			
	Interviews: Advantages			
	Interviews: Disadvantages			
	Focus groups: Advantages			
	Focus groups: Disadvantages			
	Consumer trials: Advantages			
	Consumer trials: Disadvantages			
	Test marketing/pilots: Advantages			
	Test marketing/pilots: Disadvantages			
2.3.	Secondary market research sources			
	Advantages of secondary market research methods			
	Disadvantages of secondary market research methods			
	Know the types of secondary market research methods			
	Internal data: Advantages			
	Internal data: Disadvantages			
	Books/newspapers/trade magazines: Advantages			
	Books/newspapers/trade magazines: Disadvantages			
	Competitors' data: Advantages			
	Competitors' data: Disadvantages			
	Government publications and statistics: Advantages			
	Government publications and statistics: Disadvantages			
	Mintel or similar: Advantages			
	Mintel or similar: Disadvantages			
2.4.	Types of data			
	Quantitative: Benefits			
	Quantitative: Limitations			
	Qualitative: Benefits			
	Qualitative: Limitations			
2.5.	Types of market segmentation			
	The meaning of segmentation			

	Know the types of market segmentation			
	Problems/challenges that may be encountered if the market is not segmented			
2.6.	The benefits of market segmentation to a business			
	The benefits of taking a targeted approach to marketing			

TA3: What makes a product financially viable

TA	Topic	R	A	G
3.1.	Cost of producing the product			
	Fixed cost: Definition			
	Fixed cost: Examples of where it is used			
	Fixed cost: Calculation used			
	Fixed cost per unit: Calculation used			
	Variable cost: Definition			
	Variable cost: Examples of where it is used			
	Variable cost: Calculation used			
	Variable cost per unit: Calculation used			
	Total cost: Definition			
	Total cost: Calculation used			
	Total cost per unit: Calculation used			
	Calculations involving different time periods, such as per month or per year			
3.2.	Revenue generated by sales of the product			
	Calculate total revenue (Selling price per unit x Number of sales)			
	Calculations involving different time periods, such as per month or per year			
	Rearranging a formula to find a component, for instance calculate the number of items sold if the selling price and revenue are known			
3.3.	Profit/loss			
	Know the difference between revenue and profit			
	The concept of loss when total costs (per unit) exceed revenue (per unit)			
	Calculate profit/loss per unit = Revenue (selling price) per unit - Total costs per unit			
	Calculate profit for a given level of output = Total revenue - Total costs			
	How to rearrange a formula to find a component, for instance calculate the value of the total costs if the total revenue and profit are known			
3.4.	How to use the formula for break-even as an aid to decision making			
	Definition of break-even			
	Break-even calculations			
	Rearranging the break-even quantity formula to find a missing number, for instance the selling price per unit			
	Interpretation of a break-even graph to identify the break-even point			
	How break-even information is used by an entrepreneur			
3.5.	Importance of cash			

The difference between cash and profit			
Consequences of a lack of cash			

TA4: Creating a marketing mix to support a product

TA	Topic	R	A	G
4.1.	The marketing mix elements for a good/service			
	Know the marketing mix elements for a good/service			
	Changes to the marketing mix for a specific good, service or business			
4.2.	How the elements of the marketing mix work together			
	Know how the elements of the marketing mix work together			
4.3.	Types of advertising medium used to attract and retain customers and the appropriateness of each			
	Know the different types of non-digital advertising mediums			
	Leaflets : Advantages			
	Leaflets: Disadvantages			
	Newspapers : Advantages			
	Newspapers: Disadvantages			
	Magazines : Advantages			
	Magazines: Disadvantages			
	Radio : Advantages			
	Radio: Disadvantages			
	Posters/billboards : Advantages			
	Posters/billboards: Disadvantages			
	Cinema : Advantages			
	Cinema: Disadvantages			
	Know the different types of digital advertising mediums			
	Social Media – video, feedback, social networks : Advantages			
	Social Media – video, feedback, social networks: Disadvantages			
	Websites : Advantages			
	Websites: Disadvantages			
	Online banners/pop-ups : Advantages			
	Online banners/pop-ups: Disadvantages			
	SMS texts : Advantages			
	SMS texts: Disadvantages			
	Podcasts : Advantages			
	Podcasts: Disadvantages			
	Vlogs/blog : Advantages			
	Vlogs/blog: Disadvantages			
4.4.	Sales promotion techniques used to attract and retain customers and the appropriateness of each			
	Know the different types of sales promotion techniques used to attract and retain customers			
	Discounts : Benefits			

Discounts: Limitations			
Competitions: Benefits			
Competitions: Limitations			
Buy one get one free (BOGOF): Benefits			
Buy one get one free (BOGOF): Limitations			
Point of sale advertising: Benefits			
Point of sale advertising: Limitations			
Free gifts/product trials: Benefits			
Free gifts/product trials: Limitations			
Loyalty schemes: Benefits			
Loyalty schemes: Limitations			
Sponsorship: Benefits			

	Sponsorship: Limitations			
4.5.	Public relations			
	Know the different methods of public relations			
	Product placement: Benefits			
	Product placement: Limitations			
	Celebrity endorsement: Benefits			
	Celebrity endorsement: Limitations			
	Press/media releases: Benefits			
	Press/media releases: Limitations			
4.6.	How to sell the good/service to the consumer			
	Know the two different methods of selling goods/services to consumers			
	Know the types of physical channels of selling goods/services to consumers			
	Shops: Advantages			
	Shops: Disadvantages			
	Face-to-face: Advantages			
	Face-to-face: Disadvantages			
	Know the types of digital channels of selling goods/services to consumers			
	E-commerce: Advantages			
	E-commerce: Disadvantages			
	Websites: Advantages			
	Websites: Disadvantages			
	Social media: Advantages			
	Social media: Disadvantages			
	Marketplace sites: Advantages			
	Marketplace sites: Disadvantages			
	Online auction sites: Advantages			
	Online auction sites: Disadvantages			
	Downloads: Advantages			
	Downloads: Disadvantages			
	An awareness of the growth in digital channels			

4.7.	The product lifecycle			
	Know the stages of the product lifecycle			
	Which stage of the product lifecycle is most likely for a specific product based on sales data			
4.8.	Extension strategies for products in the product lifecycle and the appropriateness of each			
	Know the different extension strategies for products in the product lifecycle			
	Advertising : Advantages			
	Advertising: Disadvantages			
	Price changes : Advantages			
	Price changes: Disadvantages			
	Adding value (improving the specification of an existing product) : Advantages			
	Adding value (improving the specification of an existing product): Disadvantages			
	Exploration of new markets (geographic or target market) : Advantages			
	Exploration of new markets (geographic or target market): Disadvantages			
	New packaging : Advantages			
	New packaging: Disadvantages			
4.9.	Factors to consider when pricing a product to attract and retain customers			
	Which factors should to be considered when pricing a product to attract and retain customers			
	Which factors are most important when considering a specific start-up situation			
4.10.	Types of pricing strategies and the appropriateness of each			
	Know the types of pricing strategies			
	Competitive pricing : Advantages			
	Competitive pricing: Disadvantages			
	Psychological pricing : Advantages			
	Psychological pricing: Disadvantages			
	Price skimming : Advantages			
	Price skimming: Disadvantages			
	Price penetration : Advantages			
	Price penetration: Disadvantages			

TA5: Factors to consider when starting up and running an enterprise

TA	Topic	R	A	G
5.1.	Appropriate forms of ownership for business start-ups			
	Know the different forms of ownership			
	Sole trader : Definition			
	Sole trader: Advantages			
	Sole trader: Disadvantages			
	Partnership, including limited liability partnerships : Definition			
	Partnership, including limited liability partnerships: Advantages			
	Partnership, including limited liability partnerships: Disadvantages			
	Private Limited Company (Ltd) : Definition			
	Private Limited Company (Ltd): Advantages			
	Private Limited Company (Ltd): Disadvantages			
	Franchise : Definition			
	Franchise: Advantages			
	Franchise: Disadvantages			
	Know the features of each form of ownership			
	Limited liability : Definition			
	Limited liability: Advantages for the business			
	Limited liability: Advantages for the owners			
	Limited liability: Disadvantages for the business			
	Limited liability: Disadvantages for the owners			
	Unlimited liability : Definition			
	Unlimited liability: Advantages for the business			
	Unlimited liability: Advantages for the owners			
	Unlimited liability: Disadvantages for the business			
	Unlimited liability: Disadvantages for the owners			
5.2.	Source(s) of capital for business start-ups and expansion			
	Know the sources of capital could be used for start-up and business expansion			
	Own savings : Advantages			
	Own savings: Disadvantages			
	Friends and family (gift or loan) : Advantages			
	Friends and family (gift or loan): Disadvantages			
	Loans : Advantages			
	Loans: Disadvantages			
	Crowdfunding : Advantages			
	Crowdfunding: Disadvantages			
	Grants : Advantages			
	Grants: Disadvantages			
	Business angels : Advantages			
	Business angels: Disadvantages			

5.3.	Support for enterprise			
	Know the appropriate sources of support for an entrepreneur			
	Finance providers: Advantages			
	Finance providers: Disadvantages			
	Local council enterprise department: Advantages			
	Local council enterprise department: Disadvantages			
	Accountants: Advantages			
	Accountants: Disadvantages			
	Solicitors: Advantages			
	Solicitors: Disadvantages			
	Friends/family: Advantages			
	Friends/family: Disadvantages			
	Chamber of Commerce: Advantages			
	Chamber of Commerce: Disadvantages			
	Government: Advantages			
	Government: Disadvantages			
	Charities: Advantages			
	Charities: Disadvantages			