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24th September 2026

Dear Parents/Carers

Enterprise and Marketing Non-Exam Assessment (NEA) Information for the Academic Year

I am writing to provide an overview of the Non-Exam Assessment (NEA), often referred to as coursework, that your child will be completing over the coming academic year in Enterprise and Marketing. The NEA forms 30% of your child's overall grade in Enterprise and Marketing. This is an important part of the overall qualification and allows students to demonstrate their knowledge, understanding, and practical skills through an extended project completed over several months.

Throughout the year, students will be expected to work independently while meeting a series of key milestones and deadlines. Regular attendance, engagement in lessons, and completion of work outside the classroom will be essential to ensure successful completion of the NEA.

What Will Contribute to the NEA?

Students are given an enterprise scenario (such as a specific product or venture type) and must complete tasks. Students will be assessed on a range of skills and evidence, including:

- **Market Research:** Conducting and analysing primary and secondary research.
- **Customer Profiles:** Identifying and defining a target customer segment.
- **Product Proposal:** Developing an original product design and business idea tailored to the research.
- **Financial Viability:** Reviewing costs, revenue, and break-even or profit potential.
- **Review & Success:** Assessing the potential risks, rewards, and overall likely success of the proposal.

All work submitted must be the student's own and completed in line with examination board regulations.

Key Dates and Deadlines

Task 1: Complete market research to aid decisions – Due 25th September

Task 2: Identify a customer profile – Due 9th October

Task 3: Produce a design proposal – Due 23rd October

Task 4: Develop a product proposal – Due 13th November

Task 5: Review if the business proposal is financially viable – Due 27th November

Task 6: Review factors that may impact the success of the business proposal – Due 18th December

How Parents/Carers Can Help

You can support your child by:

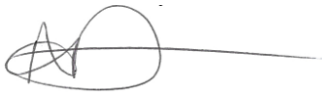
- Encouraging them to meet all deadlines.
- Helping them establish a regular schedule for coursework completion.
- Discussing their progress and project plans.
- Ensuring they attend lessons and intervention sessions where applicable.
- Providing a suitable environment for independent study.

Students will receive regular guidance throughout the process. If you have any questions regarding the NEA or would like further information about the assessment requirements, please do not hesitate to contact me.

All students are invited to attend the afterschool session on Wednesdays in D1, where I will be available to provide support and guidance.

Thank you for your continued support in helping your child achieve their full potential.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'A' followed by a horizontal line and a loop.

Miss A Dixon
Enterprise and Marketing Teacher