Cambridge National in Enterprise & Marketing Our Learning Journey **R064 L01 R064 L01 R064 L01 R064 L01 R064 L02** R064 L02 Fixed & Variable Customer Market Market Customer Calculating Research Segmentation Segmentation Feedback Costs Revenue R064 **L01** Assessment **R064 L03 R064 L02 R064 L03 R064 L03 R064 L03 R064 L02 Product Technological Product** Extension Break-even Calculating **External Factors** Differentiation Lifecycle **Profit** Strategies Point R064 **L02** Assessment **R064 L03 R064 L03 R064 L04 R064 L04 R064 L04 R064 L04** 

R064 L03
Legal
External Factors

R064 L03
Economic
External Factors

R064 L04
Pricing
Considerations

R064 L04
Pricing
Strategies

R064 L04
Advertising
Methods

R064 L04
Promotional
Techniques

R064 L03 Assessment

R064 L06
Functional
Areas

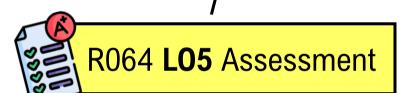
R064 L05
Business
Plans

R064 L05
Sources of
Capital

R064 L05
Owning a
Franchise

R064 L05
Small Business
Ownership

R064 L04
Customer
Service



R064 L06 Human Resources

**R065 Task 3** 

**Initial Product** 

Idea

R064 L06
Marketing
Function

R064 L06
Operations
Function

R064 L06
Finance
Function

R065 Task 1

Market

Segmentation

R065 Task 1
Customer
Profile

R065 **Task 1** Review

R064 **L04** Assessment

R065 Task 2 Review

R065 Task 3 R065 Task 2

R065 Task 2
Market Research
Analysis

R065 Task 2
Market Research
Completion

R064 **L06** Assessment

R065 Task 2
Sampling
Methods

R065 Task 2
Market Research
Introduction

R065 Task 3 Review

**Draft Product** 

Ideas

R065 Task 4
Product Self
Assessment

R065 Task 4
Product Peer
Assessment

R065 Task 4
Product
Improvements

R065 Task 5
Calculating Costs
& Sales Estimate

R065 Task 5
Pricing Strategy
Selection

R065 Task 5
Calculating Total
Costs & Profit

R065 Task 4 Review

R066 Task 1
Promotional
Objectives

R066 Task 1
Creating a
Brand

R066 Task 1 What is Branding? R065 Task 5
Product Proposal
Viability

R065 Task 5 Risk Assessment R065 Task 5
Calculating
Break-even

R066 Task 1 Review

R065 Task 5 Review

R066 Task 1
Promotional
Plan

R066 Task 2
Pitch
Considerations

R066 Task 2
Planning a Pitch
(Structure/Script)

R066 Task 2
Pitch Visual
Aid(s)

R066 Task 2
Potential Panel
Questions

R066 Task 2
Practice Pitches
& Feedback

Where next?

'A' Levels in Business Studies, Economics or Accounting?

o BTECs in Business or Marketing?

Apprenticeship in Business?Other courses?

R066 Task 4

R066 Task 4 Review

**Product** 

**Proposal Review** 

R066 Task 4
Pitch
Review



R066 Task 3
Professional
Pitch



R066 Task 2
Pitch
Improvements

R066 Task 2 Review