S4 only			
	Term 1	Term 2	Term 3
'ear 10	Unit R068: Design a business proposal	Unit R068: Design a business proposal	Unit R069: Market and pitch a business propo
	(Coursework)	(Coursework)	(Coursework)
	In this unit you will learn how to develop market	In this unit you will learn how to develop market	In this unit you will learn how to design a brar
	research tools and use these to complete your	research tools and use these to complete your	which will make your product stand out in the
	market research. You will use your research	market research. You will use your research	market, before creating a promotional campa
	findings to decide who your customers will be,	findings to decide who your customers will be,	to get your brand noticed by customers. Your
	create a design mix and produce your product	create a design mix and produce your product	promotional campaign will include you choosi
	design ideas. To help decide on your final design,	design ideas. To help decide on your final design,	different methods of promotion which you th
	you will gain feedback and then assess the	you will gain feedback and then assess the	are most suitable for your target customers. Y
	strengths and weaknesses of your initial ideas.	strengths and weaknesses of your initial ideas.	will then need to create a presentation that y
	You will complete financial calculations to	You will complete financial calculations to	will pitch to an audience. After delivering you
	determine whether your proposal is likely to	determine whether your proposal is likely to	professional pitch to an audience, you will ref
	make a profit. You will use the evidence you have	make a profit. You will use the evidence you have	on your pitching skills, your brand, your
	generated to decide whether you think that your	generated to decide whether you think that your	promotional campaign and the likely success
	new product is likely to be financially viable.	new product is likely to be financially viable.	your product.
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/ear 11	Unit R069: Market and pitch a business proposal	Unit R067: Enterprise and marketing concepts	Unit R067: Enterprise and marketing concept
	(Coursework)	(Exam)	(Exam)
	In this unit you will learn how to design a brand	In this unit you will learn about the key factors to	In this unit you will learn about the key factor
	which will make your product stand out in the	consider and activities that need to happen to	consider and activities that need to happen to
	market, before creating a promotional campaign	operate a successful small start-up business. This	operate a successful small start-up business.
	to get your brand noticed by customers. Your	unit will provide you with the knowledge and	unit will provide you with the knowledge and
	promotional campaign will include you choosing	understanding of key enterprise and marketing	understanding of key enterprise and marketir
	different methods of promotion which you think	topics.	topics.
	are most suitable for your target customers. You	In this unit you will learn how market research	In this unit you will learn how market research
	will then need to create a presentation that you	gives the entrepreneur an insight into the wants	gives the entrepreneur an insight into the wa
	will pitch to an audience. After delivering your	and needs of its customers, so that products and	and needs of its customers, so that products a
	professional pitch to an audience, you will reflect	services can be developed to satisfy them. It also	services can be developed to satisfy them. It a
	on your pitching skills, your brand, your	complements other competing products and	complements other competing products and
	promotional campaign and the likely success of	services on the market to ensure a financially	services on the market to ensure a financially
	your product.	viable business.	viable business.