

BTEC Enterprise Learning Journey



SUCCESS COMES FROM HARDWORK



Sources of Business Finance | Suggesting Improvements to cash flow problems | Using Cash Flow Data | **Learning Aim C: Financial Planning & Forecasting** | Statement of Financial Position | Terminology in Financial Statements



Sources of revenue & costs

Break-Even Analysis & Break-Even Point | Financial Forecasting | Profitability & Liquidity | Statement of Comprehensive Income | Payment Methods



Learning Aim B: Financial Records



Financial Documents

YEAR 11

Recommending Improvements

Reviewing your plan & performance



Learning Aim C: Review own pitch for a micro-enterprise activity

Elements of the Promotional Mix & their purposes



Factors influencing the choice of promotional methods



Communication Skills



Pitching A Micro-Enterprise Activity



Learning Aim B: Pitch a Micro-Enterprise

Receiving Feedback from an Audience



Presenting a Business Pitch



Planning for a micro-enterprise activity



Resources

Learning Aim A: Explore Ideas & plan for a micro-enterprise



Aims of a Micro-Enterprise



Target Markets

Generating Micro-Enterprise Ideas



Products & Services



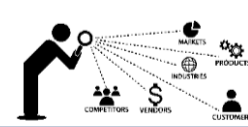
Communication

Situational Analysis



Internal Factors

Learning Aim C: Factors that contribute to the success of an enterprise



Primary & Secondary Research



Qualitative & Quantitative Research



External factors



Understanding Competitors

Using Market Research to understand customer needs



Learning Aim A: What is an Enterprise?

Types & Characteristics of SME's



Entrepreneurs



Customer Need

Learning Aim B: Market research

YEAR 10

What is an Enterprise?



The purpose of Enterprises



Customer Service

