BTEC Enterprise Learning Journey

PITCH PRESENTATION

Suggesting Improvements to cash flow problems

Using Cash Flow Data

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

Recommending Improvements

TERM 3

Promotion

Targeting & segmenting the market

Financial Records

Financial Documents

Reviewing your plan & performance

Elements of the Promotional Mix & their purposes

Factors influencing the choice of promotional methods

Review own pitch for a micro enterprise activity

Communication Skills

Pitching A Micro-Enterprise Activity

Unit 5 The Business Plan

Receiving Feedback from an Audience

Presenting a Business Pitch

Unit 4 The Marketing Plan

Aims of a Micro-Enterprise

Target Markets

Planning for a micro-enterprise activity

Resources

TERM 2

Generating Micro-Enterprise Ideas

Products & Services

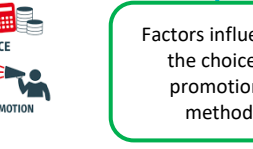
Communication

Measuring the success of an enterprise

Situational Analysis

Internal Factors

Unit 3 Researching your market



Primary & Secondary Research

Qualitative & Quantitative Research

External factors

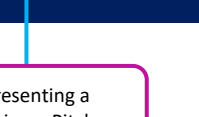
Understanding Competitors

Using Market Research to understand customer needs

Unit 1 The Entrepreneurial Mindset

Types & Characteristics of SME's

Entrepreneurs



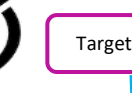
Customer Need

Unit 2 Creating a Vision for your business

TERM 1

What is an Enterprise?

The purpose of Enterprises



Customer Service