

# BTEC Enterprise Learning Journey



**SUCCESS COMES FROM HARDWORK**



**Learning Aim C: Financial Planning and Forecasting**

- Sources of Business Finance
- Suggesting Improvements to cash flow problems
- Using Cash Flow Data
- Statement of Financial Position
- Terminology in Financial Statements
- Sources of revenue & costs

**Learning Aim B: Financial documents and statements**

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

**Learning Aim A: Marketing Activities**

- Targeting & segmenting the market
- Elements of the Promotional Mix & their purposes
- Factors influencing the choice of promotional methods

**Learning Aim C: Review the presentation of the micro enterprise idea to meet specific requirements**

- Reviewing your plan & performance
- Communication Skills
- Pitching A Micro-Enterprise Activity

**Learning Aim B: Produce a plan for the micro enterprise idea to meet specific requirements**

- Receiving Feedback from an Audience
- Presenting a Business Pitch

**Learning Aim A: Choose an idea and produce a plan for a micro-enterprise**

- Aims of a Micro-Enterprise
- Target Markets
- Planning for a micro-enterprise activity
- Resources

**Learning Aim C: Understand outcomes of situational analysis and their affect**

- Generating Micro-Enterprise Ideas
- Products & Services
- Communication

**Learning Aim B: Customer needs and behaviour through market research**

- Situational Analysis
- Internal Factors
- Primary & Secondary Research
- Qualitative & Quantitative Research

**Learning Aim A: How and why enterprises and entrepreneurs are successful**

- External factors
- Understanding Competitors
- Using Market Research to understand customer needs
- Types & Characteristics of SME's
- Entrepreneurs
- Customer Need
- What is an Enterprise?
- The purpose of Enterprises
- Customer Service

