

Progression Model – BTEC Tech Award in Enterprise – Year 11 – Explore Business & Plan and Pitch

Module Title: Component 1 – Exploring Enterprise Explore Competitor Behaviour & investigate Business Success	Module Title: Component 2 – Planning for and Pitching an Enterprise Idea Explore ideas and plan for a micro business idea	Module Title: Component 2 - Planning for and Pitching an Enterprise Idea Prepare for and pitch a Micro Business Idea to a specific audience
<p>Learning Intent for this module:</p> <p>Market Research Tools that are commonly used in business are explored in context and, again, students learn about how these tools can be used to guide enterprise owners into responding to the local and wider market so they can ensure success or work towards maintaining it</p>	<p>Learning Intent for this module:</p> <p>This is a very practical component in which students draw up a plan, make an individual pitch and review their plan and pitch for a micro-enterprise of their choice.</p> <p>Students are involved in a variety of practical activities, including thought showers, discussions, research and the practical aspects of drawing up a plan for a micro-enterprise, demonstrating skills in pitching and reviewing plans and their own performance in light of feedback.</p>	<p>Learning Intent for this module:</p> <p>Students are encouraged to develop leadership, personal and communication skills, as well as the required technical and practical skills of delivering a presentation/pitch to a specific audience, all of which will help them to understand the crucial attributes of an entrepreneur.</p>
<p>Key content to be learned:</p> <p>Internal factors which contribute to business success</p> <ul style="list-style-type: none"> • Factors within the control of the enterprise that can impact on costs: understanding the market • keeping customers satisfied • effective planning and financing • marketing and promoting • unforeseen human resource costs 	<p>Key Content to be learned:</p> <p>Generate ideas for a micro enterprise then plan, execute and evaluate the idea</p> <p>Factors to be considered when selecting final idea:</p> <ul style="list-style-type: none"> • resources available • financial forecasts • costing and pricing 	<p>Key content to be learned:</p> <p>Risk assessment, and contingency plans, e.g.:</p> <ul style="list-style-type: none"> • lack of skills • competitors and their actions • unexpected costs of production • sourcing resources e.g. financial resources, suppliers of materials/stock • quality control issues

<p>External factors</p> <p>Factors outside the control of the enterprise that can impact on costs</p> <ul style="list-style-type: none"> • Changes in the cost of energy, raw materials, borrowing, and renting premises • changes in costs of marketing or selling • governmental changes – new regulations, changes in taxation • competitors • consumer confidence in the economy – growth/recession and level of employment • changing consumer behaviour <ul style="list-style-type: none"> • changes in consumer legislation <p>Situational analysis</p> <p>Using situational analysis to identify how internal and external factors might affect an enterprise</p> <p>SWOT (strengths, weaknesses, opportunities and threats)</p> <p>PEST (political, economic, social and technological)</p> <p>Measuring the success of a business</p> <ul style="list-style-type: none"> • How far the chosen businesses meet aims such as surviving, breaking even, making a profit and meeting customer needs <p>Reasons for the success of SMEs</p>	<ul style="list-style-type: none"> • methods of communication and promotion • potential customers <p>Personal Skills audit – current skills and areas of development - students to consider:</p> <ul style="list-style-type: none"> • leadership, personal and communication skills required • technical and practical skills required <p>Plan for a micro-enterprise activity: plans to include : Aims of the micro-enterprise:</p> <ul style="list-style-type: none"> • financial aims, e.g. to make a profit, to break-even • non-financial aims, e.g. customer satisfaction, social aims such as meeting a need in the community <p>Plan for a micro-enterprise activity: plans to include: students to consider products or service to be sold, including:</p> <ul style="list-style-type: none"> • features, benefits and unique selling points • selling price • cost • competitors <p>Identifying the target market:</p> <ul style="list-style-type: none"> • market segment • appeal to target market • how product or service will reach market, e.g. selling direct, online or both • establishing and sustaining sales to the target customers 	<p>lack of customer interest</p> <p>Pitching a micro-enterprise activity</p> <ul style="list-style-type: none"> • Pitching: presenting key elements of a business plan logically <p>Presenting a business pitch by:</p> <p>Developing Presentation skills:</p> <ul style="list-style-type: none"> • professional behaviour and conduct of presenter • positive attitude • well-rehearsed and prepared • considerate of audience needs • use of visual aids, e.g. computer projection/slideshow with speaker notes, handouts for audience, clarity and legibility of text, impact of graphics and images • body language, gestures and eye contact • language and tone, pace, volume and projection • use of business terminology • listening, handling questions and formulating appropriate responses <p>Pitching and presenting business idea</p> <p>Using feedback and review to identify possible changes to the pitch by receiving feedback from audience on:</p> <ul style="list-style-type: none"> • the business content of the pitch • the presentation and communication skills demonstrated
---	--	--

	<p>Methods of communication with the customer:</p> <ul style="list-style-type: none"> • selection of methods, e.g. advertising, use of social media • cost effectiveness • design of promotional materials, i.e. appropriate content (accuracy, completeness and clarity of information/message) and appropriate appearance (e.g. use of colour, visual features, images, logos, text) <p>Plan for a micro-enterprise activity</p> <p>Resources required:</p> <ul style="list-style-type: none"> • physical resources, including location, materials, equipment, fixtures and fittings, information technology, stock • financial resources, including sources of finance, start-up costs, running costs, production costs/cost of sales • human resources, e.g. skills and roles, possible training and development needs • 	<p>Reviewing plan and personal performance, reflecting on feedback gathered from others:</p> <ul style="list-style-type: none"> • what went well, e.g. clear synopsis of plan, demonstration of skills • what went less well or did not go to plan, e.g. not clearly explaining plan, lack of presentation and communication skills <p>Using feedback and review to identify possible changes to the pitch</p> <p>Recommending improvements:</p> <ul style="list-style-type: none"> • to the contents of the plan • to own performance
<p>Key tasks for this module</p> <p>KT1 – Internal Factors for Business Success: Students research reasons why it is important for an enterprise to understand its market</p> <p>KT2 - External Factors on Business Success Students learn about beating competitors on quality, price, features, customer service, availability, convenience and customer satisfaction.</p> <p>KT3 - Students undertake a practical SWOT & PEST analysis on the two SMEs they analysed & compare and contrast how each enterprise is</p>	<p>Key tasks for this module</p> <p>KT 1 Generate ideas for a realistic micro enterprise that a students could carry out and focus on ONE realistic good/service</p> <p>KT2 – Produce and complete a skills audit of current skills, identifying strengths and weaknesses</p> <p>KT3 – Identification of a specific target market for the product sold</p> <p>KT4 – Identification of raw materials required and costs associated with them</p>	<p>Key tasks for this module</p> <p>KT1 – Complete a risk assessment of the idea & make any improvements required</p> <p>KT2 – Pitch business idea to a given audience taking into account your skills and their needs</p> <p>KT3 – Review own performance and identify improvements</p> <p>KT4 – Respond to verbal/ written feedback about the business idea and personal pitch</p>

<p>affected by the factors they identify during their research</p> <p>KT4 – Measuring Success –students investigate and explain</p> <p>END OF YEAR EXAMINATION/ Completion of assignment</p>		
--	--	--