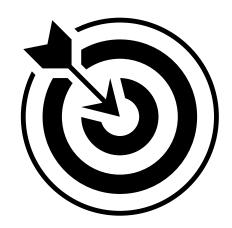
ENTERPRISE & MARKETING | BUSINESS A LEVEL







Theme 2: Managing business activities a) Raising finance b) Financial planning

c) Managing finance d) Resource management e) External influences



Theme 1: Marketing and people

a) Meeting customer needs b) The market c) Marketing mix and strategy
 d)Managing people
 e) Entrepreneurs and leaders

Topic 5: Factors to consider

when starting and running an

Theme 3: Business decisions and strategy a) Business objectives and strategy

b) Business growth c) Decision-making techniques d)Influences on business decisions

e) Assessing competitiveness f) Managing change



Theme 4: Global business a) Globalisation

product financially viable

b) Global markets and business expansion
c) Global marketing d) Global industries (multinational companies)

R067 – Enterprise and

risk and rewards

marketing concepts
Topic 1: Characteristics, Topic 3: What makes a

Topic 3: Plan and pitch a

R069 – Marketing a pitch and business proposal Topic 1: Develop a brand identity





marketing mix

Topic 4: Creating a Topic 2: Market research

Topic 4: Review a proposal

Topic 2: Create a promotional campaign



R068 – Designing a business proposal Topic 1: Market research

Topic 3: Develop a product proposal

Topic 5: Review the likely success of the proposal

Topic 2: How to identify a customer profile

Topic 4: Review the financial viability





