

Enterprise & Marketing Learning Journey



Careers
Manager
Human Resource
Accountant
Public Relations
Logistics
Supply chain
Advertising



College/University
Studying:
Business, Accountancy,
Human Resources or
Marketing

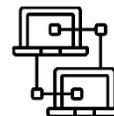
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Running an Enterprise:
Factors to consider when running a business

Marketing Mix:
Exploring the 4 Ps: Promotion, product, price and place



Financial Viability
Calculating business costs



Financial Viability:
Full evaluation of the financial viability of the product.

Pitch:
Produces a business pitch for the proposal and presents

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Characteristics, risk and reward:
What it takes to be a successful entrepreneur.

Market research:
Identification of methods, advantages and disadvantages.



Branding Identity:
Create a branding identity for business proposal

Evaluation:
Evaluation of the risks and challenges.

Risk Assessment:
Challenges of producing and launching a new product.

Branding method:
Explore branding methods.



Product review:
Evaluation of the product: self assessment, and verbal feedback from peers.



Break even:
Calculate the break even of the product.

Pricing strategies:
Justification of the pricing of the product linked to the customer profile.

Analysis:
Describe how the Design Mix and Market Research impact the design of the bag.



Design modifications:
Justification of changes to product design.

Create Techniques:
Create a moodboard, mind map and brain shifter.

Finance:
Identify and calculates costs of product.



Customer Profile:
Create a customer profile and with reference to market research findings.

Design Mix:
Generate product designs using the Design Mix.



Design Mix:
Outline the Design Mix.



Market Segmentation:
Define market segmentation techniques.

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Market Research
Introduction to the market research methods and sampling selection.



Market Research :
Complete three methods of market research and analysis of results.

