

“OUR VISION is to develop world class students who have the belief in themselves that anything is possible and lead happy and successful lives”





About the course

- OCR Cambridge National Level 1 / 2
Enterprise and Marketing
 - Equivalent to one x GCSE
 - Three mandatory units
 - Student-centred approach to learning



Grading

Level	Grade	GCSE equivalent
2	Distinction *	9
	Distinction	8
	Merit	7/6
	Pass	5/4
Level	Grade	GCSE equivalent
1	Distinction	3
	Merit	2
	Pass	1



How is the course assessed?

Unit	Percentage of final assessment?	Assessment type	When do students cover this unit?
R065: Design a Business Proposal	25%	Coursework	Year 9
R064: Enterprise and Marketing Concepts	50%	Exam	Year 10
R066: Market and Pitch a Business Proposal	25%	Coursework	Year 11

NOTE: Students sit the exam in the summer of Year 10 (May 2022). Please ensure your child has excellent attendance to support preparations for this.



RO65: Design a business proposal

- Set a business challenge – Progress Ahead
- Identify a customer profile for a specific product
- Complete market research to generate product design ideas
- Use financial calculations to propose a pricing strategy
- Determine the viability of their product proposal



Guidance for students

- We teach them the theory required for the task
- Task sheet – support structuring and providing detailed responses
- Guidance on the task set – involves a discussion as to how students will complete the task
- Exemplar material – used to set high expectations and students understand how to achieve the highest grades

Name _____

Task 1: Identify the customer profile for a business challenge product

All of Learning Outcome 1 is assessed in this task.

You want to design a business proposal that meets the requirements of the business challenge scenario. You may present your work in any format that you consider is suitable for the tasks. The evidence you produce must be in your own words.

You must:

- Explain market segmentation and its benefits for a business, using real examples.

You must, for the business challenge product you are considering:

- Apply your knowledge of market segmentation to create and describe a customer profile for the business challenge (e.g. age, gender, occupation, income, lifestyle interests).

Total marks for Task 1: 12 marks**Checklist (hand this in with your task – tick off each point as you have checked your work)**

I have included the following in my work:

- Name in the header
- Title – Task 1: Identify the customer profile for a business challenge product
- Subtitles where appropriate

- **Defined** Market segmentation

- **Explained** benefits of market segmentation

- **Explained** the different types of market segmentation:
 - Geography
 - Behaviour (towards buying the product)
 - Demographics
 - Psychographics

- Provided **real examples** of companies or products that have used Market segmentation.
 - Geography
 - Behaviour (towards buying the product)
 - Demographics
 - Psychographics

For each type of segmentation:

- name the product
- who they have aimed the product at
- how you know e.g. the adverts are designed to attract....

- Described your customer profile (the sort of person who is likely to buy your hat) & provide a picture
 - Age
 - Gender
 - Occupation
 - Income
 - Lifestyle
 - Interests

Hint and tips

Do not do this work off the top of your head, use the resources (BUT DO NOT COPY)

- Hint and tips powerpoint
- GCSE text books
- <http://www.bbc.co.uk/schools/gcsebitesize/>
- www.Tutor2U.net
- <https://www.businessed.co.uk/>

This should take
you 3 – 4 hours

Market segmentation is used to suit a customer with a product which they will like. These customers are put into groups with other people who have similar characteristics and interests, the groups divide the market into segments. The segments are split into four parts, Geographic, Demographic, Psychographic and Behavioural the target customer would be put into one of these groups.

What are the different types of Market segmentation?

Each segment, Geographic, Behavioural, Psychographic, Demographic is used to part customers into specific categories of interests and characteristics, which are alike.

If a customer is put into the **Geographic** sub-group it means they are splitting the public into different units depending on where they purchase products regularly or their income levels in certain locations, this helps businesses suit their product to the customer's habits and likes.

Behavioural segmentation puts the customer's purchase patterns into consideration like what they buy and how often they buy a certain brand. This is so a certain business or a group of businesses can see when to promote their brand to fit consumer buying patterns e.g. when to send an email out for promotion.

Another example of a sub-group is **Psychographic** this is where a business divides the customer in accordance of their lifestyle, opinions and personality. This allows the business to market in a specific way to suit a consumer.

Finally, the last sub-group is **Demographic** this is formed when the market is divided into different variables such as occupation, education, religion, nationality, age, gender and family size. This technique is usually used in small businesses or a growing business.

Low /
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Example of Year Nine work



Year Ten

- Preparation for the exam
- Taught a range of business topics
- Past papers and mark schemes
- Sit mock exam
- One attempt in May 2022
- Range of questions including multiple choice, short and long response questions





Year Eleven

- Coursework
- Return to Progress Ahead
- Pitch a proposal to an external audience



How can you support?

- Speak to your child on a regular basis about the work they have been set and encourage them to come and speak to their teacher if they are unsure of anything
- Check that they are using the guidance they have been provided by their teachers including the task sheet and any notes in the lesson
- Read your child's work and help them expand their responses by asking 'why?' and 'so what?' This will enable them to gain higher grades in their work



How can you support?

- Encourage them to build in time to allow you to **proof read** their work
- Encourage your child to create revision material from Day 1 – a lot of the content we teach in the coursework unit is also theory they will need to know for the public exam they will sit in Year 10.
- Encourage them to take an interest in the business news and keep in touch with the big headlines eg Brexit. Alternatively, get them to choose a company that they are interested in and look out for news articles as they arise.



How can you support?

- Talk to your child about your work so that they gain an understanding of different roles and business environments
- If your son/daughter is absent please ask them to see their teacher as soon as possible to find out what work they have missed



Useful resources

- www.businessed.co.uk PowerPoints, theory notes and a business dictionary. All of which have been written specifically for this course.
- www.tutor2u.net – an excellent website for business theory
- [ShowMyHomework](#) – homework will be published regularly on here, reflecting the tasks students are currently working on and resources to support them (Task sheets, handouts, past papers)
- [Textbook](#) – Cambridge National Level 1 / 2 - Enterprise and Marketing
- [Past Papers](#) – link in the handout we have provided



Thank You