

BTEC Assignment Brief

Qualification	Pearson BTEC Level 1/Level 2 Tech Award in Enterprise
Component number and title	1: Exploring Enterprises
Learning aim(s)	<p>A: Examine the characteristics of enterprises</p> <p>B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <p>C: Investigate the factors that contribute to the success of an enterprise</p>
Assignment title	Enterprises: Success or failure?
Assessor	C.Carrington
Issue date	9 th November 2018
Hand in deadline	

Vocational Context	<p>In 2016, it was reported that small business survival rates are as high as 91% after one year of trading, but after five years just 40% of small businesses will still be trading.</p> <p>For you to be successful in setting up and running an enterprise you need to understand the factors that contribute to:</p> <ul style="list-style-type: none"> • why some enterprises are successful • why some enterprises fail • why some enterprises are not as successful as they could be. <p>To enable you to complete this task you first need to carry out research into two real small to medium local enterprises (SMEs) and the entrepreneurs that run them. Your research will need to focus on:</p> <ol style="list-style-type: none"> 1. What are the purpose, activities and aims of two contrasting local enterprises? 2. What are the characteristics and skills of the entrepreneurs who run these enterprises?
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	<ol style="list-style-type: none"> 3. How have the characteristics of the enterprise and the entrepreneur influenced it achieving its main purpose? 4. What market research activity does each enterprise conduct? 5. How the market research helps each enterprise to meet customer needs and understand competitor behaviour? 6. The impact of internal and external factors on the level of success of each of the enterprises.
<p>Task 1</p>	<p>Using the findings of your research, write a report that is split into the following three sections.</p> <p>Section A: The purpose, activities and aims of two contrasting local enterprises</p> <p>In this section you should give a comparison of the purpose, activities and aims of two contrasting local enterprises. For each enterprise, this should include:</p> <ul style="list-style-type: none"> • the characteristics of the enterprise, for example: <ul style="list-style-type: none"> ○ whether it has a physical location, is online, or both ○ the type of ownership and number of people who run it ○ the number of people it employs • the purpose of the enterprise, for example: <ul style="list-style-type: none"> ○ its aim(s) and objectives ○ the range of goods / services it provides ○ how it approaches wider ethical responsibilities. <p>Section B: The entrepreneurs who run these enterprises</p> <p>In this section, give a detailed description of the entrepreneurial characteristics and skills demonstrated by the entrepreneur(s) in each of the selected local enterprises. This should include:</p> <ul style="list-style-type: none"> • the entrepreneur’s reasons for starting their own enterprise • the mind-set that the entrepreneur has needed to display • the skills of the entrepreneur. <p>Section C: How the characteristics of the enterprise and the entrepreneur have influenced it achieving its main purpose</p> <p>In this section you need to focus on one of the local enterprises selected in section A and B.</p> <p>For the selected enterprise, present a careful consideration of the extent to which the characteristics of the selected enterprise and the entrepreneur(s) who run it have contributed to its levels of success or failure. This will include:</p>

	<ul style="list-style-type: none"> • showing clear links and interrelationships between how the characteristics of the enterprise and the characteristics of the entrepreneur contribute to the enterprise's level of success or failure • showing how important each characteristic has been in contributing to the enterprise's level of success or failure <p>Bring this section to a close by coming to a conclusion, that is supported by clear reasoning and examples, about which characteristics have been most important in contributing to the enterprise's level of success or failure.</p>
Checklist of evidence required	A report about two real small to medium local enterprises and the entrepreneurs that run them.

Criteria covered by Task 1:	
Criteria reference	To achieve the criteria you must show that you are able to:
A.2D1	Assess how successful a selected local enterprise has been in achieving its main purpose.
A.2M1	Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.
A.2P2	Describe the entrepreneurial characteristics and skills demonstrated in each selected local enterprise.
A.2P1	Compare the purpose, activities and aims of two contrasting local enterprises.
A.1M2	Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.
A.1M1	Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.
A.1P2	Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.
A.1P1	Identify the purpose, activities and aims of two contrasting local enterprises.

Task 2	<p>Prepare a report that is split into the following two sections:</p> <p>Section 1: The design and use of market research in two local enterprises</p> <p>This section must discuss how market research helps each of the selected enterprises meet customer needs and understand competitor behaviour. This will include:</p> <ul style="list-style-type: none"> • how each enterprise conducts its market research, for example: <ul style="list-style-type: none"> ○ the types of primary research used ○ the sources of secondary research used ○ the qualitative and quantitative data collected <p>Section 2: The effectiveness of market research for one local enterprise</p> <p>Choose one of the local enterprises selected in section 1, and assess the effectiveness of the market research methods used to ensure the enterprise:</p> <ol style="list-style-type: none"> 1. meets its customers' needs 2. understands competitor behaviour <p>You must carefully consider:</p> <ul style="list-style-type: none"> • the extent to which the enterprise's methods of market research are or are not effective • the reasons why you have reached these judgements • which elements of the enterprise's market research are most important in deciding whether the market research is effective or not
Checklist of evidence required	Report exploring how market research helps the selected enterprises meet customer needs and understand competitor behaviour.

Criteria covered by Task 2:	
Criteria reference	To achieve the criteria you must show that you are able to:
B.2D2	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.
B.2M2	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.

B.2P3	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1M3	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1P3	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.

<p>Task 3</p>	<p>Write a report that is split into the following two sections:</p> <p>Section 1: The impact of internal and external factors</p> <p>In this section, consider the impact of external and internal factors on the business success of two local enterprises. This should include the importance for each enterprise of the:</p> <ul style="list-style-type: none"> • internal factors within its control, e.g.: <ul style="list-style-type: none"> ○ understanding the market ○ keeping customers satisfied ○ effective planning and financing ○ marketing and promoting the enterprise ○ unforeseen human resources cost • external factors outside its control, e.g.: <ul style="list-style-type: none"> ○ changes in the cost of energy, raw materials, borrowing, premises ○ changes in costs of marketing or selling ○ governmental changes ○ competitors ○ consumer confidence in the economy ○ changing consumer behaviour ○ changes in consumer legislation <p>Section 2: Evaluating internal and external factors</p> <p>In this section, choose one of the local enterprises selected in Section 1, and carry out situational analyses to identify how internal and external factors might affect it, and even determine its success.</p> <p>You should use a:</p> <ul style="list-style-type: none"> • SWOT analysis to look at internal and external factors • PEST analysis to look at external factors <p>Ensure you include relevant examples from the enterprise and that you arrive at a conclusion as to which are the most significant factors, and how they are currently affecting its success.</p>
<p>Checklist of evidence required</p>	<p>Written report about the internal and external factors that impact on the success of enterprises.</p>

Criteria covered by Task 3:	
Criteria reference	To achieve the criteria you must show that you are able to:
C.2D3	Evaluate the most significant internal and external factors currently affecting a selected enterprise.
C.2M3	Analyse how the internal and external factors determine the success of a selected enterprise.
C.2P5	Explain ways in which external factors are important for business success.
C.2P4	Explain ways in which internal factors are important for business success.
C.1M5	Outline ways in which external factors are important for business success.
C.1M4	Outline ways in which internal factors are important for business success.
C.1P5	Identify some ways in which external factors are important for business success.
C.1P4	Identify some ways in which internal factors are important for business success.

Sources of information to support you with this Assignment	<p>Books</p> <p><i>BTEC Level 2 Certificate in Business Enterprise</i> Learner Handbook with ActiveBook; Donaldson, S; Parry, C; Smith, J; Bunn, C; Pearson Education; 2017; ISBN: 978-1292196930</p> <p><i>Edexcel Business Studies for GCSE</i>; Macrosse I; Stubbs, L; Billington, M; Hodder Education; 2009; ISBN: 978-0340985830</p> <p>Website</p> <p>The BBC 'Bitesize' web site contains much useful information concerning Business and Enterprise: http://www.bbc.co.uk/education/subjects/zpsvr82</p>
Other materials attached to this Assignment Brief	<i>None</i>