

# Learning Aim A: Examine the characteristics of enterprises

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<b>Learning aim A: Examine the characteristics of enterprises</b>				
<b>A.1P1</b> Identify the purpose, activities and aims of two contrasting local enterprises.	<b>A.1M1</b> Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.	<b>A.2P1</b> Compare the purpose, activities and aims of two contrasting local enterprises.	<b>A.2M1</b> Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.	<b>A.2D1</b> Assess how successful a selected local enterprise has been in achieving its main purpose.
<b>A.1P2</b> Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.	<b>A.1M2</b> Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.	<b>A.2P2</b> Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise.		

# Guide to Component 1 Learning Aims A/B/C

# Learning Aim B: Introduction to Market Research

<b>Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour</b>				
<b>B.1P3</b> Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	<b>B.1M3</b> Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	<b>B.2P3</b> Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.	<b>B.2M2</b> Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.	<b>B.2D2</b> Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.

# Learning Aim C: Internal and External Factors

<b>Learning aim C: Investigate the factors that contribute to the success of an enterprise</b>				
<b>C.1P4</b> Identify some ways in which internal factors are important for business success.	<b>C.1M4</b> Outline ways in which internal factors are important for business success.	<b>C.2P4</b> Explain ways in which internal factors are important for business success.	<b>C.2M3</b> Analyse how the internal and external factors determine the success of a selected enterprise.	<b>C.2D3</b> Evaluate the most significant internal and external factors currently affecting a selected enterprise.
<b>C.1P5</b> Identify some ways in which external factors are important for business success.	<b>C.1M5</b> Outline ways in which external factors are important for business success.	<b>C.2P5</b> Explain ways in which external factors are important for business success.		

# Learning Aim A: Examine the characteristics of enterprises

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<b>Learning aim A: Examine the characteristics of enterprises</b>				
<b>A.1P1</b> Identify the purpose, activities and aims of two contrasting local enterprises.	<b>A.1M1</b> Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.	<b>A.2P1</b> Compare the purpose, activities and aims of two contrasting local enterprises.	<b>A.2M1</b> Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.	<b>A.2D1</b> Assess how successful a selected local enterprise has been in achieving its main purpose.
<b>A.1P2</b> Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.	<b>A.1M2</b> Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.	<b>A.2P2</b> Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise.		

- P1. Compare the purpose, activities and aims of **TWO** contrasting local enterprises.
- P2. Describe the entrepreneurial characteristics and skills demonstrated in each selected enterprise



In your report you will need to write about the following information.

### *FOR P1*

1. Describe the purpose of the two different small/medium sized business.
2. Describe how they achieve this purpose.
3. Explain if they are similar or different and why.
4. Describe the characteristics of the two SME businesses. Compare their size, type of ownership, what they sell/service they provide, location, customers, channels of retail.

### *FOR P2*

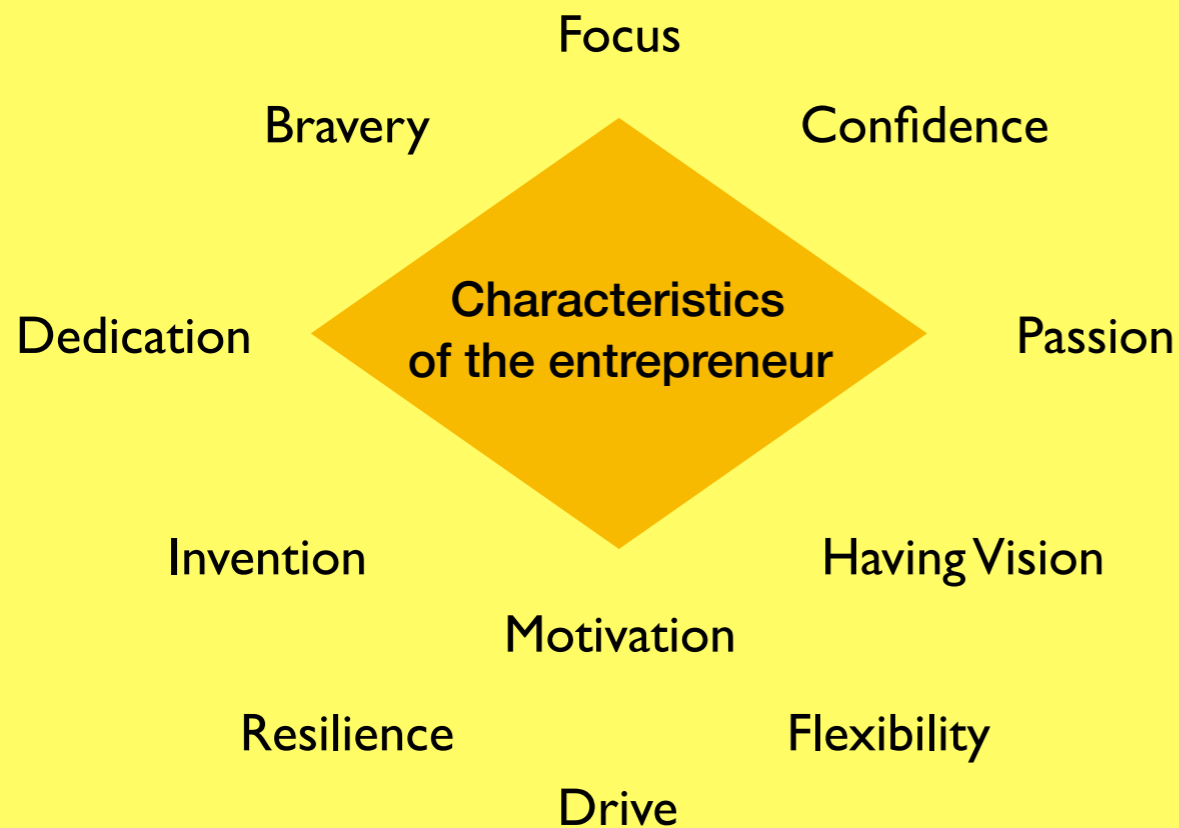
1. Suggest what entrepreneurial characteristics and skills are used by each company.
2. Describe how this skills and characteristics are shown by the business.
3. Describe why this characteristic or skills is useful to the business.

- M1 - Explain why certain characteristics are important to the company's success and survival.

# MERIT

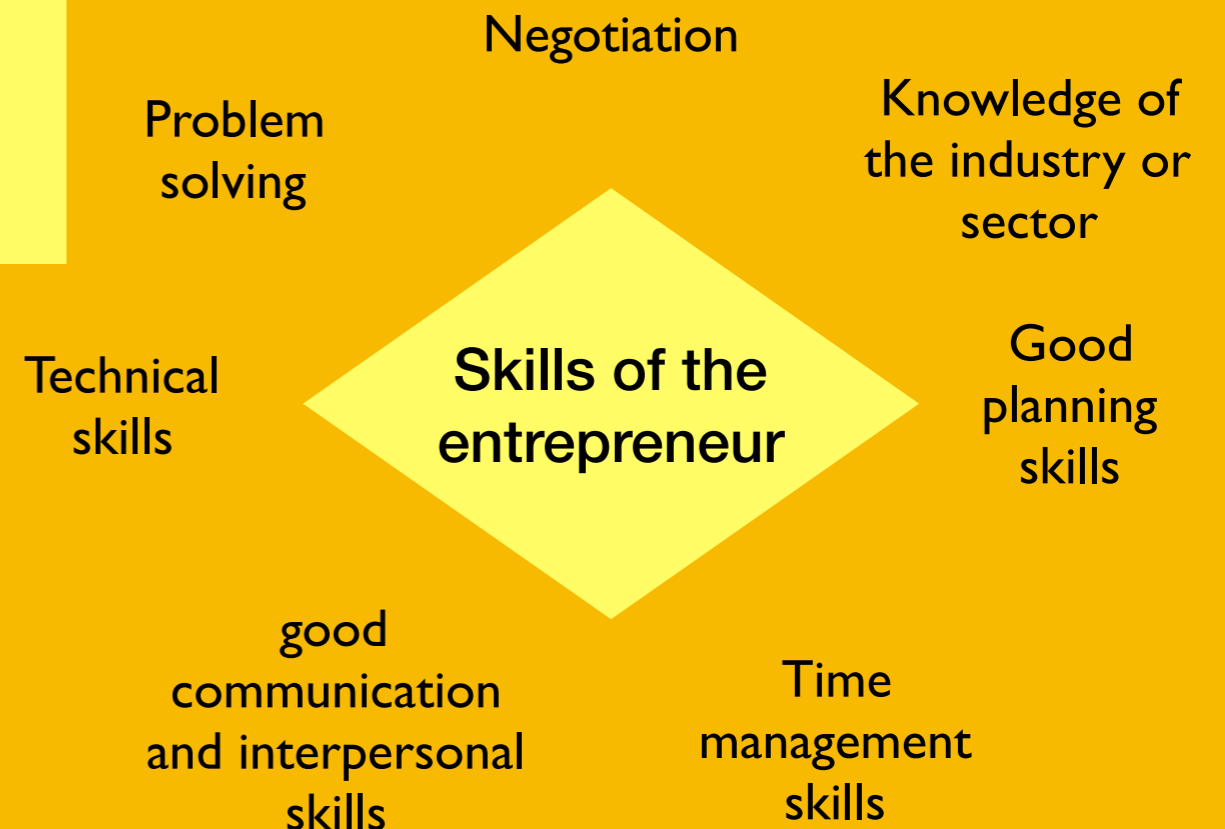
Choosing **ONE** company, expand your report to explain if they use any of these characteristics and skills when running the business.

**Why are these important to the business continuing to be a success?**



**What evidence do you have that they show these traits?**

**What does the business do that shows they use these characteristics or skills?**



- D1 - Assess how successful a selected business has been in achieving its main purpose

# *DISTINCTION*

Time to give us your own opinion about the success of ONE of your chosen SME businesses. Conclude your report with the following assessment

1. Is the company achieving its purpose? Why do you think this?
2. Does the company meet the needs of its target market? Are the products and services appropriate for its customers? Is it located in the right place? What is the effect of this on the business' success?
3. Do you think it is successful in meeting its main aims? Why do you think this?
4. What factors have helped or hindered the business in meeting its main aims? How can the businesses mitigate (lessen) the impact of these factors?
5. What entrepreneurial characteristics have helped the business achieve its purpose? How could the business improve this area in the future?

# Learning Aim B: Introduction to Market Research

## Learning aim B: Explore how market research helps enterprises 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.

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

**B.2P3** Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.

**B.2M2** Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.

**B.2D2** Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.

- P3 - Explain how TWO selected SME companies use market research to meet customer needs and understand competitor behaviour.



*FOR P3*

Using the same TWO companies as the previous report, to write about the following information.

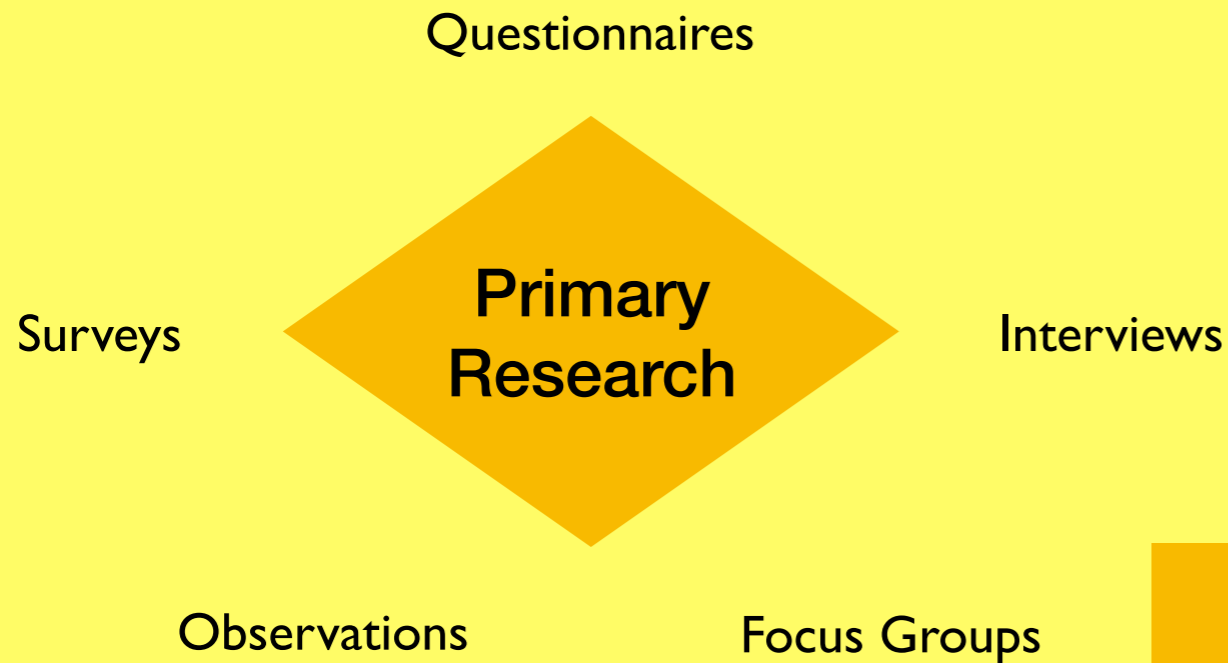
1. Explain why it is important for companies to be able to identify and satisfy the needs of the consumer (customer)
2. Explain why companies need to be able to match customer expectations regarding good value, responding to enquires and trust.
3. Explain the difference between primary and secondary research and why companies use them
4. Describe Market segmentation. Explain how companies can link different products and services to different types of customers.
5. Explain what kind of market research each company has conducted.
6. Describe the method of market research - how does it work?
7. Is it primary or secondary research? Is it based on individual responses (qualitative) or statistical data (quantitative)?
8. What information does it give you about customers and/or competitors? Why is this useful for the growth of the business?

- M2 - Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.

# MERIT

**Look in more detail at the market research methods.**

**How do they work? What data can they collect? Why is this useful to the business?**



Market Reports

Online Research

Secondary Research

Website Reviews

Government Reports

**What are the advantages and disadvantages of using these research techniques?**

**Which methods are more useful than others for your selected businesses? Why is this?**



- D2 - Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.

# *DISTINCTION*

Time to give us your own opinion about the success of ONE of your chosen SME businesses. Conclude your report with the following assessment

1. How effective were the research methods used by ONE of your companies?
2. How effectively did it meet customer needs? What was the impact of this on the businesses ability to understand customers needs and retain and gain customers?
3. How effective is the company in understanding how competitors are trading and marketing? How does this prepare them to compete with the competitors and retain and gain customers?
4. If you are critical of their research, what should they do instead? Why would your suggestion improve the understanding and prospects of the company?

# Learning Aim C: Internal and External Factors

Learning aim C: Investigate the factors that contribute to the success of an enterprise				
<b>C.1P4</b> Identify some ways in which internal factors are important for business success.	<b>C.1M4</b> Outline ways in which internal factors are important for business success.	<b>C.2P4</b> Explain ways in which internal factors are important for business success.	<b>C.2M3</b> Analyse how the internal and external factors determine the success of a selected enterprise.	<b>C.2D3</b> Evaluate the most significant internal and external factors currently affecting a selected enterprise.
<b>C.1P5</b> Identify some ways in which external factors are important for business success.	<b>C.1M5</b> Outline ways in which external factors are important for business success.	<b>C.2P5</b> Explain ways in which external factors are important for business success.		

- P4 - Explain ways in which INTERNAL factors are important for business success
- P5 - Explain ways in which EXTERNAL factors are important for business success



Using the same TWO companies as the previous report, to write about the following information.

## *FOR P4*

1. Explain the difference between INTERNAL and EXTERNAL factors.
2. Explaining how the following can effect the success of a business.
3. Understanding the market – who the competition is, what customers want
4. Keeping customers satisfied – the ability to meet customer needs better than its competitors on quality, price, features, customer service, availability, convenience
5. Effective planning and financing
6. Marketing and promoting the enterprise
7. Unforeseen human resources costs, e.g. staff illness.

- P4 - Explain ways in which INTERNAL factors are important for business success
- P5 - Explain ways in which EXTERNAL factors are important for business success

# *DASS*

## *- SECTION 2*

Write about the following information.

*FOR P5*

1. Explain how the following EXTERNAL factors effect a business (positively and negatively)
2. Changes in the cost of energy, raw materials, borrowing, premises
3. Changes in costs of marketing or selling
4. Governmental changes – new regulations, changes in taxation.
5. Competitors – new competitors, changes made by existing competitors
6. Consumer confidence in the economy – growth/recession, level of employment
7. Changing consumer behaviour – social trends, taste
8. Changes in consumer legislation, sales and labelling of products the misuse of information.

- M3 - Analyse how the internal and external factors determine the success of a selected enterprise

# MERIT

**Look in detail at ONE of your chosen SME companies.**

**You will have looked at a detailed range of factors and give examples to support your analysis. Include an explanation of situational analysis and looked at the reasons for measuring success, and the methods of measuring success.**



- D3 - Evaluate the most significant internal and external factors currently affecting a selected business

# *D*ISTINCTION

Time to give us your own opinion about the success of ONE of your chosen SME businesses. Conclude your report with the following assessment

**Make sure you have completed a SWOT and PEST analysis for your chosen company. Once you have completed this, explain the following...**



1. What internal factors are affecting your chosen SME company the most?
2. What external factors are affecting your chosen SME company the most?
3. How could the company lessen the impact of these factors in order to achieve success?