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| **What will we be learning?****Unit R068 – Design a Business Proposal.** **This unit will provide you with the skills and knowledge to design a product proposal to meet a business brief.** | **Why this? Why now?****CAM NAT – Enterprise and Marketing UNIT R068**This unit is a compulsory coursework unit for the Marketing and Enterprise course. This unit is taught in Year 10 to be submitted to the exam board in May of Y10. The ‘Live Brief’ for each cohort changes each year. R069 coursework continues from R068 in Y11 before the final exam (R069) in the summer of Y11.  | **Key Words:****TA 1-**Primary ResearchSecondary ResearchQuantitative DataQualitative DataSampling MethodsMarket Research Tools**TA2 –**Market SegmentationCustomer Profile**TA3 –**Design MixProduct Life CycleUSP (Unique Selling Point)**TA4 –** Fixed CostsVariable CostsRevenueProfitBreak Even PointPricing Strategies**TA5 –** RiskMitigationViability |
| **What will we learn?****TOPIC AREA 1 – Market Research** * 1. Carry out market research to aid decisions relating to a business proposal
	2. Review the results of market research

**TOPIC AREA 2 – How to identify a customer profile.** * 1. Identify potential customers and build a customer profile based on market research findings

**TOPIC AREA 3 –**   **Develop a product proposal.** * 1. Create a design mix for a new product
	2. Produce designs for a new product.
	3. Review designs for a product proposal

**TOPIC AREA 4 – Review whether a business proposal is financially viable.** * 1. Calculate costs, revenue, break-even and profit relating to a business proposal
	2. Apply an appropriate pricing strategy
	3. Review the likely financial viability of a business proposal

**TOPIC AREA 5 - Review the likely success of the business proposal**5.1 Risks and challenges when launching a new product |
| **What opportunities are there for wider study?****Sixth form studies*** BTEC National Extended Certificate in Business
* A level Business Studies

**Careers/degree courses*** Marketing
* Finance
* Product Development
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| **How will I be assessed?*** 2 Set OCR assignments under teacher supervision (R068 & R069)
* 1 Final External Exam in Y11. (R067)
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