



## OCR Enterprise and Marketing

### Topic Area 5 – Reflect on pitch and Business Proposal

5.1 Review of pitch	This section provides you with the understanding of how to review your pitch			
Review of a brand (Knowledge):				
Review your pitch based on verbal communication and non-verbal communication		😊	😐	😞
Visual aids		😊	😐	😞
Time management		😊	😐	😞
Ability to answer questions		😊	😐	😞
Value of rehearsing and feedback from others		😊	😐	😞
Keywords	Identity   Self-assessment   Pitching   Peers   Financial predictions   Competitor analysis   External factors			
5.2 Review of business proposal	This section requires you to consider your initial objectives and how successful you have been in achieving them in your proposal			
Objectives (Knowledge):				
Review of costs		😊	😐	😞
Relevance of the brand		😊	😐	😞
Brand personality		😊	😐	😞
Promotional Campaign		😊	😐	😞
Promotional Materials		😊	😐	😞
Overall success of your product		😊	😐	😞

<b>Skills</b>	<b>Knowledge –review writing, evaluation</b>
<b>Links to the wider world/case study</b>	
Links to business proposals.	

