

OCR Enterprise and marketing Learning Journey: Topic 5: Factors to consider when starting up and running an enterprise

5.1 Appropriate forms of ownership			This covers different ownerships that businesses can choose when they are starting off.										
		App	ropriate	foi	rms of o	wners	hip (K	now	/ledge	<u> </u>			
.					rtnership, pri						••		
Features of	each form -	– owners	rship, liability, responsibility for decision				iaking and	aistrii	oution of profit	(())	<u>••</u>		
		Sole trader Partnership Private limited company Franchises											
Keywo	rds	Liability Responsibility Decisions distribution of profit											
5.2 Sources of		of	This covers the sources of capital for business start ups and										
capital			expansion.										
	<u> </u>		Sour	ces	of capit	al (Kn	owled	ge):					
	Ow	n savings			ly, loans, crov	•		<u> </u>		\odot	<u>••</u>		
1/		Own savings Friends and family Loans Crowdfunding Grants											
Keywor	as	Business angels											
5.3 Support for			This section covers the different support that is available for an										
ent	terprise		entrepreneur.										
Support for enterprise (Knowledge):													
Finance providers e.g. bank, local council, accountants, solicitors, friends/family, chamber of commerce, government, charities													
	Fi	Finance providers Bank Business Angel Local council Accountants											
Keywor	rds	solicitors Friends/family Chamber of Commerce Government											
		Charities											
61 111	Kn	Knowledge – multiple choice, short answer questions, medium answer questions and											
Skills		an extended answer											
			Links	to t	he wider	world	/case st	tudy					
		Revi	sion, Test	and (Closing the	Gap for	r topics o	cover	ed so fa	ır			
		TEST R	RESULT Target Grade					rade:					
Mark:		Percentage			Grade:				On Targo	et?			
		R067		>>	•	R067		>>>	>	R067			
OCR Enterprise	Characteristi	Topic 1 ics, risk and enterprise.	reward for		Market researd	Fopic 2 th to target estomer.	a specific		What m	Topic 3 akes a produc viable?	t financially		
Topic 4 Creating a marketing mi			o support a		Factors to cons	Topic 5 ider when s	tarting up		Revision a	Topic 6	inique for th	ne	















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Revision									
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Revision, Test and Closing the Gap for topics covered so far									
	TEST F	RESULT		Target	Grade:				
Mark:		Percentage		Grade:		On Target?			





