



OCR Enterprise and Marketing

Topic Area 1 – Develop a brand identity to target a specific customer profile.

1.1: What is a brand?		This section provides the basis for why businesses develop a brand identity to target a specific customer profile.			
What is a brand? (Knowledge):					
		Brand personality	😊	😐	😞
		Brand identity	😊	😐	😞
		Brand image	😊	😐	😞
Keywords	Durable Luxurious Sporty Value for money Exciting Perceive Unique Ideas Business				
1.2: Why branding is used		This section explores the reasons why businesses use branding			
The reasons why branding is used (Knowledge):					
		6 reasons why branding is used	😊	😐	😞
Keywords	Trust Brand recognition Product image Differentiation Adding value Customer loyalty				
1.3: Branding methods		This section looks at the ways in which businesses brand themselves			
Branding methods (Knowledge):					
		6 methods of branding	😊	😐	😞
Keywords	Enterprise Purpose Goods Service Customer needs Convenience Branding Quality Design Unique selling points Entrepreneurship				
1.4: Produce a competitor analysis		This section looks at competitors and the use of a SWOT analysis			
SWOT/ External factors (Knowledge):					
		SWOT analysis	😊	😐	😞
		USP	😊	😐	😞
		Economic factors	😊	😐	😞
		Social factors	😊	😐	😞
		Technological factors	😊	😐	😞
		Ethical/ environmental factors	😊	😐	😞
Keywords	Strengths Weaknesses USP External Environment				

Skills	Knowledge – multiple choice, short answer questions, extended report writing
Links to the wider world/case study	

