

# UNIT OVERVIEW & LEARNING JOURNEY



## YEAR 11 – Enterprise & Marketing: TERM 2 & 3 R067 – Design a business proposal

### Aim of this unit:

The aim of R067 – Design a Business Proposal is to enable learners to develop the skills and knowledge required to create a realistic and well-structured business proposal. This unit focuses on applying business concepts in a practical context, encouraging creativity, problem-solving, and decision-making.

### Learners will:

- Understand how to interpret a client brief and identify key requirements.
- Explore market research techniques to inform decisions.
- Develop a business idea that meets the needs of the client and target audience.
- Learn how to justify choices using financial, marketing, and operational considerations.
- Present a professional proposal that demonstrates feasibility and innovation.

### Assessment Procedures:

R067 focuses on developing a detailed and realistic business proposal in response to a client brief, requiring learners to apply their understanding of market research, marketing strategies, operational planning, and financial considerations to create a viable idea. This unit encourages creativity and problem-solving while ensuring that learners justify their decisions and present a professional proposal that meets the client's needs and demonstrates commercial awareness

### Homework:

Homework will be set that is a combination of theoretical examination exemplars. Details of individual homework can be found on Synergy.

### How can you help?

Ensure your child attends sessions with their teacher after school to improve their classwork. They should also review their theory regularly at home, as well as complete homeworks thoroughly as they are all from past exam papers.

Encourage your child to read and watch the news regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.



## UNIT R068: DESIGN A BUSINESS PROPOSAL

### Class Designs – Small business producing t-shirts

#### Topic Area 1 (R067): Characteristics, risk, and rewards for enterprise

##### 1.1 Characteristics of successful entrepreneurs

This section covers why each characteristic may help the entrepreneur to be successful.

**7 characteristics of successful entrepreneurs:** Creativity | Innovation | Risk-taking | Communication | Negotiation | Confidence | Determination

RAG RATE KEY



##### 1.2 Potential rewards for risk taking

This section is about the possible rewards for risk taking.

**4 rewards of taking a risk:** Financial | Independence | Self-satisfaction | Making a difference/change

RAG RATE KEY



##### 1.3 Potential drawbacks for risk taking

Here you will learn the drawbacks when entrepreneurs take risks.

**4 drawbacks of taking risks:** Financial | Health/wellbeing | Work-life balance | Personal relationships

RAG RATE KEY



#### Topic Area 2 (R067): Market research to target a specific customer

#### Topic Area 1 (R068): Market Research

##### 2.1 Purpose of market research

This covers the purpose of market research – why and when entrepreneurs need to carry out market research.

**6 purposes of market research:** Risk | Reduce | Market | Customers | Views | Product development | Good | Service | Complements

RAG RATE KEY



##### 2.2 Primary market research methods

You will learn about the 7 main methods of primary market research.

**7 main primary research methods:** Observations | Questionnaires | Survey | Interviews | Focus groups | Consumer trials | Test marketing/pilots

RAG RATE KEY



##### 2.3 Secondary market research sources

Here you will learn about the different secondary market research methods and the advantages and disadvantages.

**Secondary market research methods:** Internal data | Books | Newspapers | Trade magazines | Competitors data | Government publications | Mintel

RAG RATE KEY



##### 2.5 Types of market segmentation

Here you will learn about the 6 main types of market segmentation.



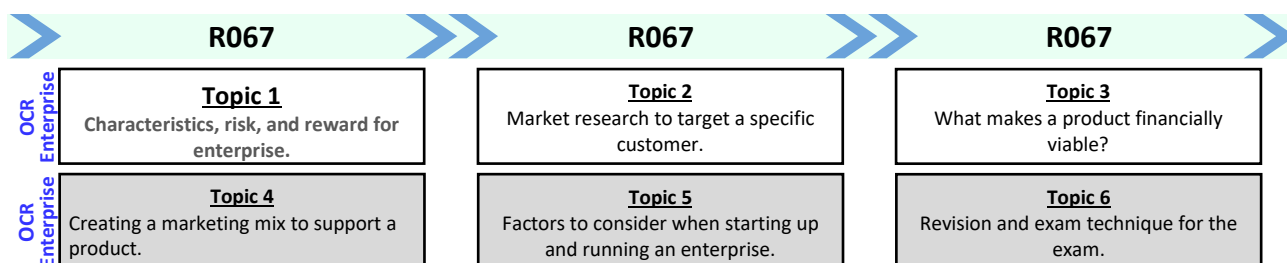
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6 main market segmentation methods: Age   Gender   Occupation   Income   Location   Lifestyle		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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2.6 Benefits of market segmentation to a business									
This section is about the benefits of carrying out market segmentation and how it leads to targeted marketing.									
Customer needs are met, potential for increased profit, target marketing: Customer needs   Increased   Profits   Profitability   Target marketing		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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Increased customer retention, potential increase in market share: Customer retention  Potential   Market share		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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Topic Area 3 (R068): Develop a product proposal									
3.1 Create a design mix for a new product									
You will learn about how the design mix can influence the design of a product.									
Design mix: Function   Aesthetics   Features   USP   Market segment  Economic   Influence  Selling price  Added value  Break-even		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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3.2 Product design for a new product									
Here you will learn about how to use your market research to design your product idea.									
Use market research to inform product design: Primary   Secondary		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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Relate product designs to your business brief: Research   Customer profile		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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Use current creative techniques: Mind map   Moodboard   Brain shifter   Design		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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3.3 Review designs for a product proposal									
Here you will learn about how to self-assess your designs. You will also gain feedback from peers and learn how to finalise your design based on this feedback									
Review design for product proposal and finalise design after feedback: Self   Peer   Feedback   Target market  Verbal   Written   Online		<table><tr><td colspan="3">RAG RATE KEY</td></tr><tr><td>☺</td><td>☹</td><td>⊗</td></tr></table>		RAG RATE KEY			☺	☹	⊗
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TOTAL FOR THIS UNIT		/60							

## FUTURE LEARNING:



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