

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.



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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

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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

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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

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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

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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

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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

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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

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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

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Increased customer retention, potential increase in market share: Customer retention | Potential | Market share

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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

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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

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Relate product designs to your business brief: Research | Customer profile

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Use current creative techniques: Mind map | Moodboard | Brain shifter | Design

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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

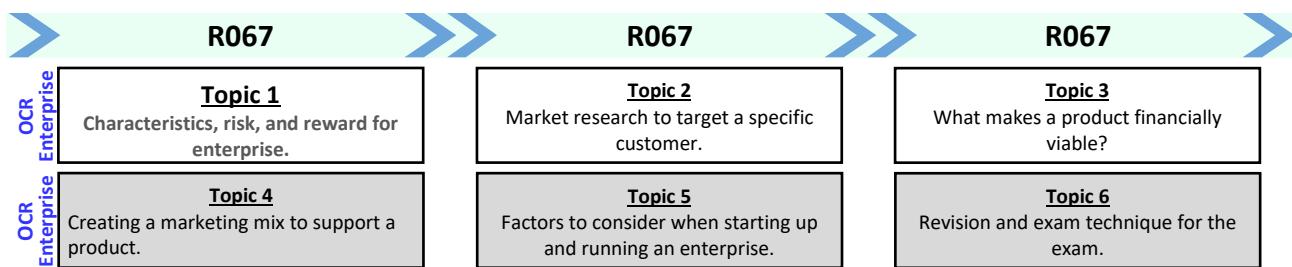
Review design for product proposal and finalise design after feedback: Self | Peer | Feedback | Target market | Verbal | Written | Online

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TOTAL FOR THIS UNIT

/ 60

FUTURE LEARNING:



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