

# OCR J837

## Enterprise and Marketing Cambridge Nationals Level 1/2 Specification map

Unit 1	Unit 2	Unit 3	Unit 4
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R067 Enterprise and marketing concepts (*continued*)

### Topic Area 1: Characteristics, risk and reward for enterprise

		Unit 1	Unit 2	Unit 3	Unit 4
1.1	Characteristics of successful entrepreneurs	✓			
1.2	Potential rewards for risk taking	✓			
1.3	Potential drawbacks for risk taking	✓			

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

		Unit 1	Unit 2	Unit 3	Unit 4
2.1	The purpose of market research	✓			
2.2	Primary market research methods	✓			
2.3	Secondary market research sources	✓			
2.4	Types of data	✓			
2.5	Types of market segmentation	✓			
2.6	The benefits of market segmentation to a business	✓			

### Topic Area 3: What makes a product financially viable

		Unit 1	Unit 2	Unit 3	Unit 4
3.1	Cost of producing the product		✓		
3.2	Revenue generated by sales of the product		✓		
3.3	Profit/loss		✓		
3.4	How to use the formula for break-even as an aid to decision making		✓		
3.5	Importance of cash		✓		

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### Topic Area 4: Creating a marketing mix to support a product

4.1	The marketing mix elements for a good/service			✓
4.2	How the elements of the marketing mix work together			✓
4.3	Types of advertising medium used to attract and retain customers			✓
4.4	Sales promotion techniques used to attract and retain customers			✓
4.5	Public relations			✓
4.6	How to sell the good/service to the consumer			✓
4.7	The product lifecycle			✓
4.8	Extension strategies for products in the product lifecycle			✓
4.9	Factors to consider when pricing a product to attract and retain customers			✓
4.10	Types of pricing strategies and the appropriateness of each			✓

### Topic Area 5: Factors to consider when starting up and running an enterprise

5.1	Appropriate forms of ownership for business start-ups				✓
5.2	Source(s) of capital for business start-ups and expansion				✓
5.3	Support for enterprise				✓