

Year	Autumn	Spring	Summer
10	<u>R064</u> • LO1: Understand how to target a market. • LO2: Understand what makes a product or service financially viable. • LO3: Understand product development.	<u>R064</u> • LO4: Understand how to attract and retain customers. • LO5: Understand factors for consideration when starting up a business. • LO6: Understand different functional activities needed to support a business start-up.	<u>R066</u> • LO1: Be able to develop a brand identity and promotional plan to target a customer profile. • LO2: Be able to plan a pitch for a proposal. • LO3: Be able to pitch a proposal to an audience. • LO4: Be able to review the strengths and weaknesses of a proposal and pitch.
11	<u>R064</u> • LO1: Understand how to target a market. • LO2: Understand what makes a product or service financially viable. • LO3: Understand product development. • LO4: Understand how to attract and retain customers.	<u>R065</u> • LO1: Be able to identify the customer profile for a business challenge. • LO2: Be able to complete market research to aid decisions relating to a business challenge	<u>R065</u> • LO3: Be able to develop a design proposal for a business challenge. • LO4: Be able to review whether a business proposal is viable. • LO5: Understand factors for consideration when starting up a business.

	• LO5: Understand factors for consideration when starting up a business. • LO6: Understand different functional activities needed to support a business start-up.		
--	--	--	--

Curriculum overview – Business Studies- Bedlington.