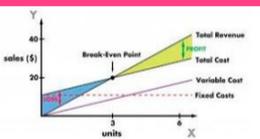


YEAR 12

Exams

Methods of payments

Financial records



Why do you dress professional?

Assets FEED you, liabilities EAT you.

Assets & Liabilities



Public relations

Promotional mix

Advertising

Sales Promotion

Personal selling



Methods of funding an enterprise



Direct selling



Plan, design and justify your pitch

Different types micro enterprises

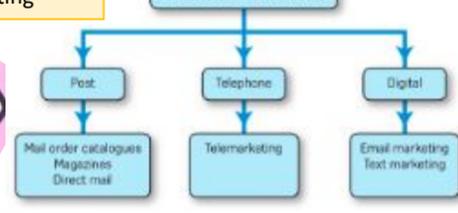
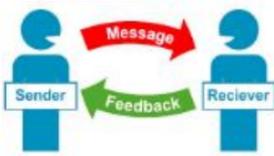
UCAS

Presentation skills: keep audience attention

Responding to questions.

Methods of direct marketing

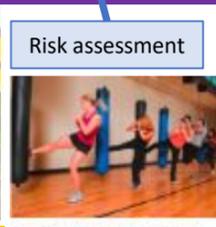
Methods of direct marketing



Communicating with customers



Resources required



Risk assessment

What are the risks involved in running fitness classes as an enterprise?



Pitching for car wash



Content of your pitch



Doing skills audit

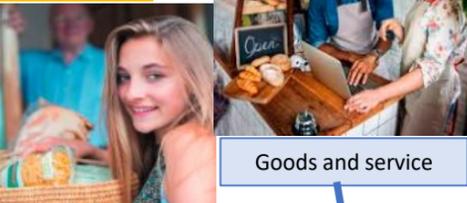
Planning for a micro enterprise activity

Identify target market

Selecting an idea

Comp 2: Plan & Pitch for Enterprise Activity

Meeting client needs



Goods and service



Generate ideas for a micro enterprise

YEAR 11