

## **Year 10 Enterprise and Marketing Revision List**

**Mock Exam will assess all the topics we have covered so far in the course.**

### **LO1: Understand how to target a market**

- 1.1 Customer Segmentation
- 1.2 Market Segmentation
- 1.3 The benefits of market segmentation
- 1.4 The purpose of market research
- 1.5 Primary market research
- 1.6 Secondary market research
- 1.7 The types of customer feedback

### **LO2: Understand what makes a product or service financially viable**

- 2.1 Variable, fixed and total costs
- 2.2. Revenue
- 2.3 Break even charts
- 2.4 Profit

### **LO3: Understand product development**

- 3.1 Product lifecycle
- 3.2 Extension strategies
- 3.3. Product differentiation
- 3.4 External factors

### **LO4: Understand how to attract and retain customers**

- 4.1 Factors to consider when pricing a product
- 4.2 Pricing strategies
- 4.3 Advertising methods
- 4.4 Sales promotion techniques
- 4.5 Customer service

### **LO5: Understand factors for consideration when starting up a business**

- 5.1 Forms of ownership
- 5.2 Sources of capital
- 5.3 Business plan

### **LO6: Understand different functional activities needed to support a business start-up**

- 6.1 The purpose of each of the main functional activities
- 6.2 The main activities of each functional area

### **Resources for you to use**

Sharepoint  
BBC bitesize  
Tutor 2 U  
Exercise books