

BTEC Assignment Brief

| | |
|-----------------------------------|---|
| Qualification | Pearson BTEC Level 1/Level 2 Tech Award in Enterprise |
| Component number and title | 1: Exploring Enterprises |
| Learning aim(s) | A: Examine the characteristics of enterprises |
| Assignment title | Enterprises: Success or failure? |
| Assessor | B Hughes/ S Khan |
| Issue date | |
| Hand in deadline | |

| | |
|---------------------------|--|
| Vocational Context | <p>In 2016, it was reported that small business survival rates are as high as 91% after one year of trading, but after five years just 40% of small businesses will still be trading.</p> <p>For you to be successful in setting up and running an enterprise you need to understand the factors that contribute to:</p> <ul style="list-style-type: none"> • why some enterprises are successful • why some enterprises fail • why some enterprises are not as successful as they could be. <p>To enable you to complete this task you first need to carry out research into two real small to medium local enterprises (SMEs) and the entrepreneurs that run them. Your research will need to focus on:</p> <ol style="list-style-type: none"> 1. What are the purpose, activities and aims of two contrasting local enterprises? 2. What are the characteristics and skills of the entrepreneurs who run these enterprises? 3. How have the characteristics of the enterprise and the entrepreneur influenced it achieving its main purpose? 4. What market research activity does each enterprise conduct? 5. How the market research helps each enterprise to meet customer needs and understand competitor behaviour? |
|---------------------------|--|

| | |
|----------------------|--|
| | <p>6. The impact of internal and external factors on the level of success of each of the enterprises.</p> |
| <p>Task 1</p> | <p>Using the findings of your research, write a report that is split into the following three sections.</p> <p>Section A: The purpose, activities and aims of two contrasting local enterprises</p> <p>In this section you should give a comparison of the purpose, activities and aims of two contrasting local enterprises. For each enterprise, this should include:</p> <ul style="list-style-type: none"> • the characteristics of the enterprise, for example: <ul style="list-style-type: none"> ○ whether it has a physical location, is online, or both ○ the type of ownership and number of people who run it ○ the number of people it employs • the purpose of the enterprise, for example: <ul style="list-style-type: none"> ○ its aim(s) and objectives ○ the range of goods / services it provides ○ how it approaches wider ethical responsibilities. <p>Section B: The entrepreneurs who run these enterprises</p> <p>In this section, give a detailed description of the entrepreneurial characteristics and skills demonstrated by the entrepreneur(s) in each of the selected local enterprises. This should include:</p> <ul style="list-style-type: none"> • the entrepreneur's reasons for starting their own enterprise • the mind-set that the entrepreneur has needed to display • the skills of the entrepreneur. <p>Section C: How the characteristics of the enterprise and the entrepreneur have influenced it achieving its main purpose</p> <p>In this section you need to focus on one of the local enterprises selected in section A and B.</p> <p>For the selected enterprise, present a careful consideration of the extent to which the characteristics of the selected enterprise and the entrepreneur(s) who run it have contributed to its levels of success or failure. This will include:</p> <ul style="list-style-type: none"> • showing clear links and interrelationships between how the characteristics of the enterprise and the characteristics of the entrepreneur contribute to the enterprise's level of success or failure • showing how important each characteristic has been in contributing to the enterprise's level of success or failure |

| | |
|---------------------------------------|---|
| | Bring this section to a close by coming to a conclusion, that is supported by clear reasoning and examples, about which characteristics have been most important in contributing to the enterprise's level of success or failure. |
| Checklist of evidence required | A report about two real small to medium local enterprises and the entrepreneurs that run them. |

| Criteria covered by Task 1: | |
|---|---|
| Criteria reference | To achieve the criteria you must show that you are able to: |
| A.2D1 | Assess how successful a selected local enterprise has been in achieving its main purpose. |
| A.2M1 | Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise. |
| A.2P2 | Describe the entrepreneurial characteristics and skills demonstrated in each selected local enterprise. |
| A.2P1 | Compare the purpose, activities and aims of two contrasting local enterprises. |
| A.1M2 | Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise. |
| A.1M1 | Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises. |
| A.1P2 | Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise. |
| A.1P1 | Identify the purpose, activities and aims of two contrasting local enterprises. |
| Sources of information to support you with this Assignment | <p>Books</p> <p><i>BTEC Level 2 Certificate in Business Enterprise</i> Learner Handbook with ActiveBook; Donaldson, S; Parry, C; Smith, J; Bunn, C; Pearson Education; 2017; ISBN: 978-1292196930</p> <p><i>Edexcel Business Studies for GCSE</i>; Macrosse I; Stubbs, L; Billington, M; Hodder Education; 2009; ISBN: 978-0340985830</p> <p>Website</p> <p>The BBC 'Bitesize' web site contains much useful information concerning Business and Enterprise:</p> <p>http://www.bbc.co.uk/education/subjects/zpsvr82</p> |

| | |
|--|-------------|
| Other materials attached to this Assignment Brief | <i>None</i> |
|--|-------------|