

## BTEC Assignment Brief

<b>Qualification</b>	Pearson BTEC Level 1/Level 2 Tech Award in Enterprise
<b>Component number and title</b>	<b>1:</b> Exploring Enterprises
<b>Learning aim(s)</b>	<b>C:</b> Investigate the factors that contribute to the success of an enterprise
<b>Assignment title</b>	<b>Enterprises: Success or failure?</b>
<b>Assessor</b>	B Hughes/ S Khan
<b>Issue date</b>	
<b>Hand in deadline</b>	

<b>Vocational Context</b>	<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"> <li>• why some enterprises are successful</li> <li>• why some enterprises fail</li> <li>• why some enterprises are not as successful as they could be.</li> </ul> <p>To enable you to complete this task you first need to carry out research into <b>two real</b> 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"> <li>1. What are the purpose, activities and aims of two contrasting local enterprises?</li> <li>2. What are the characteristics and skills of the entrepreneurs who run these enterprises?</li> <li>3. How have the characteristics of the enterprise and the entrepreneur influenced it achieving its main purpose?</li> <li>4. What market research activity does each enterprise conduct?</li> <li>5. How the market research helps each enterprise to meet customer needs and understand competitor behaviour?</li> </ol>
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	6. The impact of internal and external factors on the level of success of each of the enterprises.
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<b>Task 3</b>	<p>Write a report that is split into the following <b>two</b> sections:</p> <p><b>Section 1: The impact of internal and external factors</b></p> <p>In this section, consider the impact of external and internal factors on the business success of <b>two</b> local enterprises. This should include the importance for <b>each</b> enterprise of the:</p> <ul style="list-style-type: none"> <li>• internal factors within its control, e.g.:             <ul style="list-style-type: none"> <li>○ understanding the market</li> <li>○ keeping customers satisfied</li> <li>○ effective planning and financing</li> <li>○ marketing and promoting the enterprise</li> <li>○ unforeseen human resources cost</li> </ul> </li> <li>• external factors outside its control, e.g.:             <ul style="list-style-type: none"> <li>○ changes in the cost of energy, raw materials, borrowing, premises</li> <li>○ changes in costs of marketing or selling</li> <li>○ governmental changes</li> <li>○ competitors</li> <li>○ consumer confidence in the economy</li> <li>○ changing consumer behaviour</li> <li>○ changes in consumer legislation</li> </ul> </li> </ul> <p><b>Section 2: Evaluating internal and external factors</b></p> <p>In this section, choose <b>one</b> of the local enterprises selected in Section 1, and carry out situational analyses to identify how internal and external factors might affect it, and even determine its success.</p> <p>You should use a:</p> <ul style="list-style-type: none"> <li>• SWOT analysis to look at internal and external factors</li> <li>• PEST analysis to look at external factors</li> </ul> <p>Ensure you include relevant examples from the enterprise and that you arrive at a conclusion as to which are the most significant factors, and how they are currently affecting its success.</p>
<b>Checklist of evidence required</b>	<p>Written report about the internal and external factors that impact on the success of enterprises.</p>

Criteria covered by Task 3:	
Criteria reference	To achieve the criteria you must show that you are able to:
<b>C.2D3</b>	Evaluate the most significant internal and external factors currently affecting a selected enterprise.
<b>C.2M3</b>	Analyse how the internal and external factors determine the success of a selected enterprise.
<b>C.2P5</b>	Explain ways in which external factors are important for business success.
<b>C.2P4</b>	Explain ways in which internal factors are important for business success.
<b>C.1M5</b>	Outline ways in which external factors are important for business success.
<b>C.1M4</b>	Outline ways in which internal factors are important for business success.
<b>C.1P5</b>	Identify some ways in which external factors are important for business success.
<b>C.1P4</b>	Identify some ways in which internal factors are important for business success.

<b>Sources of information to support you with this Assignment</b>	<p><b>Books</b></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><b>Website</b></p> <p>The BBC 'Bitesize' web site contains much useful information concerning Business and Enterprise:  <a href="http://www.bbc.co.uk/education/subjects/zpsvr82">http://www.bbc.co.uk/education/subjects/zpsvr82</a></p>
<b>Other materials attached to this Assignment Brief</b>	<i>None</i>