

BTEC Assignment Brief

Qualification	Pearson BTEC Level 1/Level 2 Tech Award in Enterprise
Component number and title	1: Exploring Enterprises
Learning aim(s)	B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour
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?
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	<p>5. How the market research helps each enterprise to meet customer needs and understand competitor behaviour?</p> <p>6. The impact of internal and external factors on the level of success of each of the enterprises.</p>
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Task 2	<p>Prepare a report that is split into the following two sections:</p> <p>Section 1: The design and use of market research in two local enterprises</p> <p>This section must discuss how market research helps each of the selected enterprises meet customer needs and understand competitor behaviour. This will include:</p> <ul style="list-style-type: none"> • how each enterprise conducts its market research, for example: <ul style="list-style-type: none"> ○ the types of primary research used ○ the sources of secondary research used ○ the qualitative and quantitative data collected <p>Section 2: The effectiveness of market research for one local enterprise</p> <p>Choose one of the local enterprises selected in section 1, and assess the effectiveness of the market research methods used to ensure the enterprise:</p> <ol style="list-style-type: none"> 1. meets its customers' needs 2. understands competitor behaviour <p>You must carefully consider:</p> <ul style="list-style-type: none"> • the extent to which the enterprise's methods of market research are or are not effective • the reasons why you have reached these judgements • which elements of the enterprise's market research are most important in deciding whether the market research is effective or not
Checklist of evidence required	Report exploring how market research helps the selected enterprises meet customer needs and understand competitor behaviour.

Criteria covered by Task 2:	
Criteria reference	To achieve the criteria you must show that you are able to:

B.2D2	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.
B.2M2	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.
B.2P3	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1M3	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.
B.1P3	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.

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: http://www.bbc.co.uk/education/subjects/zpsvr82</p>
Other materials attached to this Assignment Brief	<i>None</i>

