

Y10 Enterprise & Marketing Revision List

Use the resources found at the links below to support you with your revision. You can also access additional videos, revision booklets, mind maps and completed knowledge organisers by clicking on the following link:

https://drive.google.com/drive/folders/1oFY689c6nGdF_hz4vBmFPMnF1D78tyZk?usp=sharing

LO1 – Understand how to target a market:

- [Customer segmentation](#)
- [Types of market segmentation](#)
- [The benefits of market segmentation](#)
- [The purpose of market research](#)
- [Primary market research methods](#)
- [Secondary market research methods](#)
- Customer feedback methods

LO2 – Understand what makes a product or service financially viable:

- [Costs \(fixed, variable and total costs\)](#)
- [Revenue & profit](#)
- [Break-even](#)

LO3 – Understand product development

- [Product life-cycle](#)
- [Extension strategies](#)
- [Product differentiation](#)
- Impact of external factors on product development