**Y10 Enterprise & Marketing 5-week plan:**

| Subject | Lesson 1 | Lesson 2 | Lesson 3 |
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| **Week 1** | Use the LO1 revision guide for R064 to make notes on **market segmentation** including: what it is, how the market can be segmented and its benefits.<br><br>Resources:<br><br>- LO1 Revision booklet<br><br>- LO1 Knowledge organiser | Use the LO1 revision guide for R064 to explain how businesses can gather **customer feedback** and why this is beneficial for a business.<br><br>Resources:<br><br>- LO1 Revision booklet<br><br>- LO1 Knowledge organiser | Use the LO1 revision guide for R064 to makes notes on the definition, advantages and disadvantages of **primary** and **secondary market research.**<br><br>Resources:<br><br>- LO1 Revision booklet<br><br>- LO1 Knowledge organiser |
| **Week 2** | Use the LO2 revision guide for R064 to make notes on **fixed** and **variable costs** including examples and the formula to **calculate total costs**<br><br>Resources:<br><br>- LO2 Revision booklet<br><br>- LO2 Knowledge organiser | Use the LO2 revision guide for R064 to define **revenue** and **profit**, providing calculations for each.<br><br>Resources:<br><br>- LO2 Revision booklet<br><br>- LO2 Knowledge organiser | Use the LO2 revision guide for R064 to make notes on *break-even* and how its calculated, constructing and labelling an example **break-even graph**.<br><br>Resources:<br><br>- LO2 Revision booklet<br><br>- LO2 Knowledge organiser |
| **Week 3** | Use the LO3 revision guide for R064 to define and explain the different stages of the **product life cycle**, identifying each on a diagram.<br><br>Resources:<br><br>- LO3 Revision booklet<br><br>- LO3 Knowledge organiser | Use the LO3 revision guide for R064 to define and explain **extension strategies** that business can use including the use of **product differentiation**.<br><br>Resources:<br><br>- LO3 Revision booklet<br><br>- LO3 Knowledge organiser | Use the LO3 revision guide for R064 to explain the impact of a **USP** on sales of a product and explain how **external factors** can affect product development.<br><br>Resources:<br><br>- LO3 Revision booklet<br><br>- LO3 Knowledge organiser |

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| **Week 4** | Use the LO4 revision guide for R064 to explain the **factors** businesses must consider when setting prices and **advertising methods** that could be used.<br><br>Resources:<br><br>- LO4 Revision booklet<br><br>- LO4 Knowledge organiser | Use the LO4 revision guide for R064 to explain a range of **pricing strategies** that could be adopted.<br><br>Resources:<br><br>- LO4 Revision booklet<br><br>- LO4 Knowledge organiser | Use the LO4 revision guide for R064 to explain the impact of a range of **promotional** and **customer service techniques** that could be used<br><br>Resources:<br><br>- LO4 Revision booklet<br><br>- LO4 Knowledge organiser |
| **Week 5** | Use the LO5 revision guide for R064 to explain a range of different types of **business ownership**<br><br>Resources:<br><br>- LO5 Revision booklet<br><br>- LO5 Knowledge organiser | Use the LO5 revision guide for R064 to explain **liability** in terms of business ownership and the benefits and drawbacks of owning a **franchise**.<br><br>Resources:<br><br>- LO5 Revision booklet<br><br>- LO5 Knowledge organiser | Use the LO5 revision guide for R064 to explain a wide range of different **sources of capital** and the content and importance of a **business plan**.<br><br>Resources:<br><br>- LO5 Revision booklet<br><br>- LO5 Knowledge organiser |