

Revision Topic List – Enterprise and Marketing

Section A: Business Fundamentals

1. **Variable and Fixed Costs**
 - Distinguish between variable costs (e.g., raw materials) and fixed costs (e.g., rent, salaries).
 - Calculate fixed costs using given data.
2. **Business Structures**
 - Advantages and disadvantages of setting up a business as a franchisee.
 - Understanding the obligations and benefits of franchising.
3. **Sales Revenue and Profit Calculations**
 - Use the formula: $\text{Sales Revenue} = \text{Selling Price} \times \text{Quantity Sold}$.
 - Apply numerical reasoning to calculate revenues and profits.
4. **Public Relations Methods**
 - Different forms of public relations (e.g., celebrity endorsements, podcasts).
 - Distinction between PR and other marketing techniques.
5. **Product Lifecycle**
 - Stages: Development, Introduction, Growth, Maturity, Decline.
 - Identifying stages from graphs or scenarios.
6. **Selling Channels**
 - Physical channels (e.g., market stalls) vs. digital channels (e.g., websites).

Section B: Application to Scenarios

7. **Entrepreneurial Characteristics**
 - Link characteristics such as determination, communication, and risk-taking to practical business examples.
8. **Partnerships in Business**
 - Analyze the advantages (e.g., shared responsibilities) and disadvantages (e.g., shared profits) of partnerships.
9. **Market Research**
 - Sources of secondary research (e.g., government reports, online articles).
 - Advantages and limitations of secondary market research for business planning.

10. Consumer Trials

- Benefits:
 - Gaining initial feedback to improve offerings.
- Drawbacks:
 - Time and cost implications.

11. Break-Even Analysis

- Calculate break-even quantities and interpret their significance.
- Apply the formula: $\frac{\text{Fixed Costs}}{(\text{Selling Price per Unit} - \text{Variable Cost per Unit})}$

12. Pricing Strategies

- Use of price penetration to attract customers.
- Benefits (e.g., building customer base) vs. challenges (e.g., lower initial profits).

Section C: Financial and Operational Planning

13. Sources of Capital

- Types:
 - Gifts from friends/family.
 - Loans, grants, personal savings.
- Analyze the pros and cons of each.

14. Sales Promotion Techniques

- Examples:
 - Buy one get one free (BOGOF).
 - Discounts, loyalty schemes, free trials.

15. Competitor Analysis

- Strategies for standing out against competitors:
 - Differentiating promotions, customer focus.

Section D: Marketing Strategies

16. Advertising Methods

- SMS vs. social media posts:
 - Advantages: Reach, cost-effectiveness.
 - Disadvantages: Limited engagement (SMS), time-intensive (social media)

17. Family Support in Business

- Benefits:
 - Experienced advice, cost savings.
- Drawbacks:
 - Over-reliance, potential conflicts.

18. Choosing the Right Marketing Platform

- Factors to consider:
 - Target audience, cost, engagement metrics.

Revision Resources

1. BBC Bitesize - Business Studies
2. OCR Enterprise and Marketing Resource Hub
3. [Investopedia - Break-Even Analysis](#)
4. [MindTools - Marketing and Market Research](#)
5. [Tutor2U - Business Pricing Strategies](#)