

Year 9 Revision

Unit A291: Marketing and Enterprise

Topic - Marketing	Revised?
Analysing the Market (<i>segmentation, mass/niche, socio-economic groups</i>)	
Market Research (<i>primary and secondary research, SWOT analysis</i>)	
The Marketing Mix (<i>The four P's</i>)	
Price (<i>price strategies – cost-plus, promotional, skimming etc...</i>)	
Product (<i>R&D, product life-cycle, extension strategies</i>)	
Place (<i>distribution methods, e-commerce</i>)	
Promotion (<i>Advertising and methods of promotion</i>)	

Topic - Enterprise	Revised?
What is enterprise? (<i>risk-taking, working with others, determination etc...</i>)	
Risk and Reward (<i>financial, satisfaction etc...</i>)	
Help for enterprise (<i>government grants, Princes Trust etc...</i>)	
Business Plans (<i>purpose and contents</i>)	