

Revision List- Year 11 Enterprise

Product Lifecycle

Market segmentation

Entrepreneurs

Costs (Variable, fixed, total)

Break-even

Market research

Sources of finance

E-Commerce

Support for an entrepreneur

Risk and reward

Marketing mix

Business ownership

Promotion

Revenue (calculation)

Profit (calculation)

Pricing strategies

Press release

Celebrity endorsement

Students will have one paper that is 1hr 15 minutes long. They should use their class notes to conduct revision on the above topics, as well as BBC Bitesize and GCSE Pod. There is also a revision guide available for purchase from their class teacher, students should speak to them about this should they wish to purchase one. Alternatively, please contact Miss Newnes (Head of Department) on C.Newnes@alleynes.staffs.sch.uk if you have any further questions.