

BTEC Enterprise – Component 3 – Marketing and Business Finance
PLC

Topic A: Marketing Activities

Key Information	Red	Amber	Green
I know about target markets			
I can explain how a product can be segment according to the market			
I understand the 4 P's of marketing – Product, Price, Place and Promotion			
I can explain multichannel marketing			
I can describe the difference between above the line and below the line promotion			
I know the factors that influence marketing campaigns			
I know the importance of brand image			
I know the importance of reputation			

Topic B1: Financial documents

Key Information	Red	Amber	Green
I can explain what a purchase order is and say when it would be used			
I can explain what a delivery note is and say when it would be used			
I can explain what a goods received note is and say when it would be used			
I can explain what an invoice is and say when it would be used			
I can explain what a receipt is and say when it would be used			
I can explain what a statement of account is and say when it would be used			
I can explain what a credit note is and say when it would be used			
I can complete the above financial documents.			
I can explain advantages and disadvantages of using these financial documents			

Topic B2: Methods of payment

Key Information	Red	Amber	Green
I can explain the advantages and disadvantages of using Cash in a transaction.			
I can explain the advantages and disadvantages of using Credit cards in a transaction.			
I can explain the advantages and disadvantages of using Debit cards in a transaction.			

I can explain the advantages and disadvantages of using Direct Debits in a transaction.			
I can explain the advantages and disadvantages of using Technology in a transaction.			
I can identify the most suitable method of payment for different situations			

Topic B3: Revenue and Costs

Key Information	Red	Amber	Green
I can explain what 'revenue' means			
I can explain what 'turnover' means			
I can describe the start up costs of a business			
I can describe the running costs of a business			

Topic B4: Financial Statements

Key Information	Red	Amber	Green
I can explain what "turnover" means			
I know the formula for calculating turnover			
I can explain what "cost of sales" means			
I know the formula for calculating cost of sales			
I can explain what "gross profit" means			
I know the formula for calculating gross profit			
I can explain what "expenses" means			
I know how to for calculate turnover			
I can explain what "Net profit" means			
I know the formula for calculating net profit			
I can complete a statement of comprehensive income and explain what it shows			
I can explain the difference between assets and liabilities			
I can explain the difference between creditors and debtors			
I can explain what is meant by a current asset			
I can give an example of a current asset			
I can explain what is meant by a fixed asset			
I can give an example of a fixed asset			
I can explain what is meant by a current liability			
I can give an example of a current liability			
I can explain what is meant by long-term liability			
I can give an example of a long-term liability			
I can explain what is meant by capital			
I can give an example of capital			
I can interpret a statement of financial position and explain what it tells me about a business			

Topic B5: Ratios

Key Information	Red	Amber	Green
I can work out the gross profit margin			
I can explain what the gross profit margin tells me about a business			
I can work out the net profit margin			
I can explain what the net profit margin tells me about an enterprise			
I can explain how a business could increase its profit margin			
I can calculate the current ratio			
I can explain what the current ratio tells me about an enterprise			
I can calculate the liquid capital ratio			
I can explain what the liquid capital ratio tells me about a business			
I can explain what a high or low ratio could mean for an enterprise			

Topic C1: Budgeting

Key Information	Red	Amber	Green
I can explain the different budgets used by enterprises			
I can calculate budget calculations			
I can comment and describe the difference between results for different businesses			
I know the difference between budgeting and budgetary control			
I know and describe the impact of favourable and adverse variances			

Topic C2: Cash Flow

Key Information	Red	Amber	Green
I can explain what a cash flow forecast is used for			
I can explain the difference between inflows and outflows			
I can work out net cash flow			
I can work out the closing balance by calculating net cash flow			
I can complete a cash flow forecast when given sales and expenditure data			
I can identify potential problems for a business by using a cash flow forecast			
I can explain the advantages of a cash flow forecast			
I can explain the limitations of a cash flow forecast			

I can explain how to overcome problems shown in a cash-flow forecast			
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Topic C3: Improving cash flow problems

Key Information	Red	Amber	Green
I can understand the cash flow problems different enterprises face			
I can differentiate between cash surplus and cash deficit			
I can suggest solutions to cash flow problems			

Topic C4: Break Even

Key Information	Red	Amber	Green
I can explain what Break-Even means			
I can explain the difference between Fixed costs and Variable costs			
I can work out the break-even point using a table			
I can work out the break-even point using a graph			
I can work out the break-even point using a formula			
I can explain the term "Margin of safety"			
I can explain the advantages of finding the break-even point			
I can explain the limitations of finding the break-even point			
I can re-calculate the break-even point when some of the costs change and explain the impact of this on the business			

Topic C5: Sources of Finance

Key Information	Red	Amber	Green
I can state the different sources of finance that enterprises need			
I can decide what sources of finance a enterprise need for different purposes			
I know the internal sources of finance			
I know the external sources of finance			