

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Introduction to Undertaking an Enterprise Project

Unit Reference Number: J/506/2938

Level: Entry Level Three (3)

Credit Value: Six (6)

Minimum Guided Learning Hours: 60

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Be able to select a product to sell to a particular target market	1.1 Identify a successful business/enterprise
	1.2 Identify the products and/or services the business/enterprise supplies
	1.3 Describe the features of a successful business/enterprise
2. Be able to select a suitable venue to sell the product	2.1 Give examples of a small, a medium and a large business/enterprise
	2.2 Give an example of a social enterprise
	2.3 State what the term public sector means
	2.4 Identify a public sector organisation and state the service it provides
	2.5 State what the term private sector means
3. Be able to advertise the sale	3.1 Identify two ways in which they could advertise the sale
	3.2 Produce a poster to advertise the product and sale venues
	3.3 State where they would advertise the sale
4. Understand how to set up a point of sale and sell products	4.1 Identify the equipment/resources that they will need to sell the product
	4.2 Set up the stall
	4.3 Sell the product

5. Demonstrate awareness of the costs involved in the enterprise project	5.1 Identify the costs involved in selecting, marketing and selling the product
6. Be able to reflect on own involvement with enterprise project	6.1 Say which aspects of the enterprise project they enjoyed