

**Tracking sheet – Undertaking an Enterprise Project**

The aim of this unit is to help the learner develop their enterprise skills by planning, costing, producing, promoting and selling a product or service. An *enterprise activity* might include a group activity (eg baking cakes, washing cars) or an individual activity (e.g. making cards) which often raises money. Budgeting and cash flow are aspects of the enterprise project that are required at the higher level of the unit.

**Level 2**

**Learner name**  **Centre name**

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| **To do this you must** | **Page number** | **Assessment date** |
| 1. Understand aspects of a successful enterprise |
| 1.1 Identify successful enterprises and what they sell or provide |  |  |
| 1.2 Describe examples of good customer service |  |  |
| 1.3 Explain why good customer service is important |  |  |
| 1.4 Describe types of market research |  |  |
| 1.5 Describe ways to market a product or service |  |  |
| 1.6 Explain what is meant by “profit” and “loss” |  |  |
| 1.7 Explain the term “break-even” |  |  |
| 2. Be able to plan an enterprise project |
| 2.1 Describe ideas for an enterprise project |  |  |
| 2.2 Explain the advantages and disadvantages of at least two ideas |  |  |
| 2.3 Select an enterprise project to undertake |  |  |
| 2.4 Identify potential customers |  |  |
| 2.5 List all the resources required to complete the enterprise project |  |  |
| 2.6 Calculate the costs of the enterprise project |  |  |
| 2.7 Explain the pricing structure of the product or service |  |  |
| 2.8 Calculate your break-even point |  |  |
| 2.9 Create an action plan for the enterprise project, identifying who will do what and by when |  |  |
| 2.10 Contribute to a SWOT analysis of the enterprise project |  |  |
| 3. Be able to carry out an enterprise project |
| 3.1 Create a marketing resource for the enterprise project |  |  |
| 3.2 Take part in the enterprise project |  |  |
| 4. Be able to review the enterprise project |
| 4.1 Describe what went well with the enterprise project |  |  |
| 4.2 Explain how the enterprise project could have been improved |  |  |
| 4.3 Calculate how much profit or loss the enterprise project made |  |  |
| 5. Be able to review own performance during the enterprise project |
| 5.1 Explain how own skills were developed during the enterprise project |  |  |
| 5.2 Explain how own performance could have been improved during the enterprise project |  |  |
| **Assessor feedback** |
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| **Declaration** I confirm that the details above are correct, that the evidence submitted is the learner’s own work and that the learner meets all the requirements for the unit: |
| Learner Name Assessor Name Learner Signature Assessor SignatureDate Date  |