**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 1/Level 2 Tech Award in Enterprise  |
| **Component number and title**  | **1:** Exploring Enterprises |
| **Learning aim(s)**  | **C:** Investigate the factors that contribute to the success of an enterprise |
| **Assignment title** | **Enterprises: Success or Failure? Assignment 3** |
| **Assessor** | Mr A Attra |
| **Issue date** |  |
| **Hand in deadline** |  |
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| **Vocational Context** | In 2016, it was reported that small business survival rates are as high as 91% after one year of trading, but after five years just 40% of small businesses will still be trading.For you to be successful in setting up and running an enterprise you need to understand the factors that contribute to:* why some enterprises are successful
* why some enterprises fail
* why some enterprises are not as successful as they could be.

To enable you to complete this task you first need to carry out research into **two** **real** small to medium local enterprises (SMEs) and the entrepreneurs that run them. Your research will need to focus on:1. What are the purpose, activities and aims of two contrasting local enterprises?
2. What are the characteristics and skills of the entrepreneurs who run these enterprises?
3. How have the characteristics of the enterprise and the entrepreneur influenced it achieving its main purpose?
4. What market research activity does each enterprise conduct?
5. How the market research helps each enterprise to meet customer needs and understand competitor behaviour?
6. The impact of internal and external factors on the level of success of each of the enterprises.
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| **Assignment 3** | Write a report that is split into the following **two** sections:**Section 1: The impact of internal and external factors**In this section, consider the impact of external and internal factors on the business success of **two** local enterprises. This should include the importance for **each** enterprise of the:* internal factors within its control, e.g.:
* understanding the market
* keeping customers satisfied
* effective planning and financing
* marketing and promoting the enterprise
* unforeseen human resources cost
* external factors outside its control, e.g.:
* changes in the cost of energy, raw materials, borrowing, premises
* changes in costs of marketing or selling
* governmental changes
* competitors
* consumer confidence in the economy
* changing consumer behaviour
* changes in consumer legislation

**Section 2: Evaluating internal and external factors**In this section, choose **one** of the local enterprises selected in Section 1, and carry out situational analyses to identify how internal and external factors might affect it, and even determine its success.You should use a:* SWOT analysis to look at internal and external factors
* PEST analysis to look at external factors

Ensure you include relevant examples from the enterprise and that you arrive at a conclusion as to which are the most significant factors, and how they are currently affecting its success. |
| **Checklist of evidence required** | Written report about the internal and external factors that impact on the success of enterprises. |

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| **Criteria covered by Assignment 3:** |
| Criteria reference | To achieve the criteria you must show that you are able to: |
| **C.2D3** | Evaluate the most significant internal and external factors currently affecting a selected enterprise.  |
| **C.2M3** | Analyse how the internal and external factors determine the success of a selected enterprise. |
| **C.2P5** | Explain ways in which external factors are important for business success. |
| **C.2P4** | Explain ways in which internal factors are important for business success. |
| **C.1M5** | Outline ways in which external factors are important for business success. |
| **C.1M4** | Outline ways in which internal factors are important for business success. |
| **C.1P5** | Identify some ways in which external factors are important for business success. |
| **C.1P4** | Identify some ways in which internal factors are important for business success. |

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| **Sources of information to support you with this Assignment** | **Books***BTEC Level 2 Certificate in Business Enterprise* Learner Handbook with ActiveBook; Donaldson, S; Parry, C; Smith, J; Bunn, C; Pearson Education; 2017; ISBN: 978-1292196930*Edexcel Business Studies for GCSE*; Macrosse I; Stubbs, L; Billington, M; Hodder Education; 2009; ISBN: 978-0340985830**Website**The BBC ‘Bitesize’ web site contains much useful information concerning Business and Enterprise:<http://www.bbc.co.uk/education/subjects/zpsvr82> |
| **Other materials attached to this Assignment Brief** | *None* |