**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 1/Level 2Tech Award in Enterprise |
| **Component number and title** | **2:** Planning for and Pitching an Enterprise Activity |
| **Learning aim** | **C:** Review own pitch for a micro-enterprise activity. |
| **Assignment title** | **How Did I Do?** |
| **Assessor** | Mr A Attra |
| **Issue date** |  |
| **Hand in deadline** |  |

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| **Vocational Context** | You have been taking part in a competition that involves planning and pitching a micro-enterprise activity.  The final part of the competition requires you to individually reflect on the plan you produced, and the success of the pitch for your plan, including the skills you demonstrated during the pitch. |
| **Task 1** | **Reviewing success**  Now you have completed stage one and two, the final stage is to review the success of your pitch and suggest improvements  You must prepare a **written review** that evaluates the success of the plan and pitch and recommends how improvements to both the plan and pitch could be made.  Your review will be based on your opinions, supported by the feedback you received from the audience, for example tutors, other learners, and local entrepreneurs.  Your review must include:   * the elements of the plan that contributed to the success of your pitch, and recommendations for improvement to the plan * specific examples of the skills you demonstrated to make the pitch a success, and an identification of any development needs, making recommendations for how you could improve these skills.   You should clearly justify why you have come the conclusions you have and give reasons why you have chosen to focus on certain areas of the plan for improvement, and presentation and communication skills for development. |
| **Checklist of evidence required** | * An individual review that evaluates the success of the plan and pitch and recommends how improvements to the plan and pitch could be made. * Feedback on the plan and pitch from the audience. |

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| **Criteria covered by this task:** | |
| **Criteria reference** | To achieve the criteria, you must show that you are able to: |
| **C.2D3** | Evaluate the success of the plan and pitch, and recommend how improvements to the plan and pitch could be made. |
| **C.2M3** | Analyse the success of the plan and pitch, giving detailed examples, and suggesting improvements. |
| **C.2P5** | Review the success of the pitch, using examples to reference own skills, and suggest improvements. |
| **C.2P4** | Describe the elements of the business plan that contributed to the success of the pitch. |
| **C.1M5** | Outline in detail own skills demonstrated in the pitch. |
| **C.1M4** | Outline the elements of the business plan that contributed to the success of the pitch. |
| **C.1P5** | Identify own skills demonstrated in the pitch. |
| **C.1P4** | Identify the elements of the business plan that contributed to success of the pitch. |
| **Sources of information to support you with this Assignment** | **Books**  *BTEC Tech Award Level 1/2 student book Enterprise*, Pearson, 2018,Richards, C., Coupland-Smith, H., Redfern, A. ISBN 978-1292231396  *Running a Micro Business*, Ambassador Publishing, 2010, Topp, C. ISBN 978-0982924518  *Micro-entrepreneurship for Dummies*, John Wiley & Sons, April 2013, Mladjenovic, P ISBN 978-1118521687  **Videos**  The BBC ‘Bitesize’ – Enterprise has several videos that might be appropriate including:  Promoting products at a market stall: <http://www.bbc.co.uk/education/clips/zwj4kqt>  Young Entrepreneur:  <http://www.bbc.co.uk/education/clips/ztqs34j>  Exploring business and enterprise at Reading Festival:  <http://www.bbc.co.uk/education/clips/z8vm6sg> |
| **Other assessment materials attached to this Assignment Brief** | *None* |