



Year 11 OCR Enterprise & Marketing J819 January Revision Checklist

R064 Enterprise and Marketing concepts 13th January 2021 80 marks, 1hr 30mins (This is a real exam)

Topics to include:

LO1: Understand how to target a market

LO2: Understand what makes a product or service financially viable
LO3: Understand product development

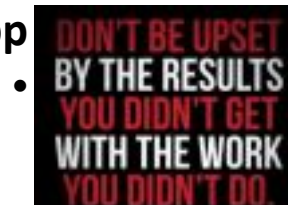
LO4: Understand how to attract and retain customers

LO5: Understand factors for consideration when starting up a business
LO6: Understand different functional activities needed to support a business startup

Revise!

- Use mind maps and revision clocks to rewrite and condense class notes.
- The specification and past papers are available from:

tinyurl.com/y4ge6fpp



**TYPES OF
BUSINESS
OWNERSHIP**

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