



Year 10 OCR Enterprise & Marketing J819 June Revision Checklist

R064 Enterprise and Marketing concepts 1hr 15 minutes

Topics to include:

LO1: Understand how to target a market (market segmentation, market research and customer feedback techniques)

LO2: Understand what makes a product or service financially viable (costs, revenue, break-even and profit)

LO3: Understand product development

LO4: Understand how to attract and retain customers

LO5: Understand factors for consideration when starting a business

- Use mind maps and revision clocks to rewrite and condense class notes.

- The specification and past papers are available from:

- tinyurl.com/y4ge6fpp

- www.bbc.com/bitesize/subjects/zpsvr82

- <https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing>

