

Unit 2 Knowledge Organiser

<u>Key Term</u>	<u>Definition</u>
Primary Research	Research compiled directly from the original source, which may not have been compiled before. Learners are expected to understand the advantages and disadvantages of different primary research methods.
Qualitative Research	Descriptive data, such as data drawn from open-ended questions in questionnaires, interviews or focus groups.
Quantitative Research	Data in numerical form which can be categorised and used to construct graphs or tables of raw data.
Secondary Research	Published research reports and data, likely to be based on analysis of primary research.

- Principles of marketing:
- Anticipate demand
 - Stimulate demand
 - Recognise demand
 - Satisfy demand

- Marketing aims and objectives:
- Understand customer needs and wants
 - Develop new products
 - Improve profitability
 - Diversification
 - Increase market share
 - Increased brand awareness and loyalty

Marketing Mix: The 7 P's

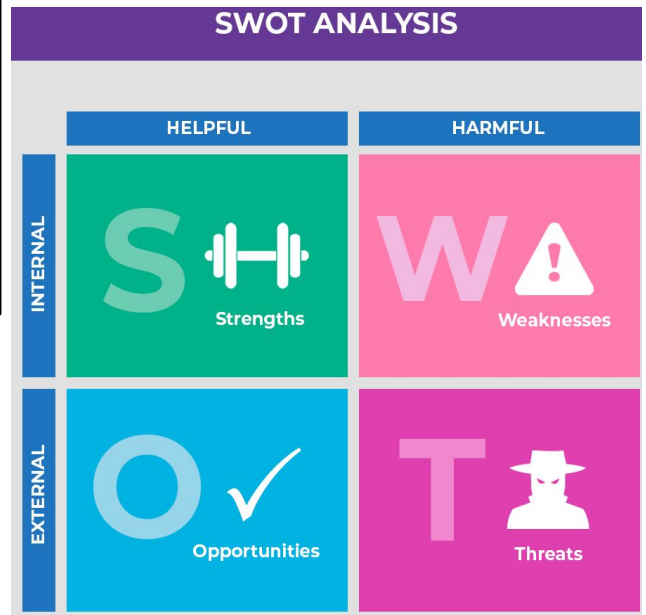


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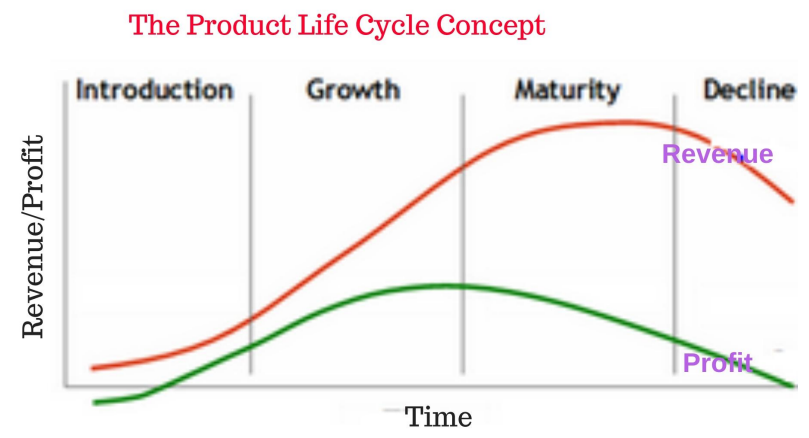
- Market segments:
- Age
 - Income
 - Buying habits
 - Gender
 - Ethnic, cultural and religious background
 - Socio-economic groups

- External influences on market:
- **P**olitical
 - **E**conomic
 - **S**ocial
 - **T**echnological
 - **L**egal
 - **E**thical & Environmental

- Target market:
- Age
 - Education
 - Occupation
 - Consumer behaviour
 - Ethnic, cultural and religious background
 - Income
 - Gender



- Pricing strategies:
- Penetration Pricing
 - Price skimming
 - Competitor-based pricing
 - Cost-plus pricing



What is a Unique Selling Proposition (USP)?

The unique selling proposition is a marketing concept that refers to any factor or aspect of an object or service that differentiates it from competition.

Unit 27: Work Experience

Pass	Merit	Distinction
Learning aim A: Investigate opportunities for work-related learning		
A.P1 Describe three realistic opportunities for work experience in business and how each can prepare you for the workplace.	A.M1 Analyse the benefits of carrying out your role in a safe and appropriate manner.	A.D1 Evaluate how preparing for work experience can support your understanding of the workplace and appropriate career opportunities.
A.P2 Explain your preparation for a selected work experience opportunity.	A.M2 Analyse the importance of carrying out your role in a safe and appropriate manner.	
Learning aim B: Carry out work experience in an appropriate and safe manner		
B.P3 Complete a logbook which explains your role in a selected appropriate work experience.	B.M2 Analyse the importance of carrying out your role in a safe and appropriate manner.	B.D2 Evaluate the effectiveness of the business's induction and health and safety practice, making recommendations for improvement.
B.P4 Describe in your logbook the activities you undertook in the workplace.	B.M3 Assess your performance during work experience, making recommendations for personal and professional development.	
Learning aim C: Reflect on work experience undertaken and its influence on own personal and professional development		
C.P5 Review own strengths and areas for development during work experience.	C.M3 Assess your performance during work experience, making recommendations for personal and professional development.	C.D3 Evaluate your work experience, drawing reasoned conclusions as to how it can support your future career.
C.P6 Identify improvements to be made to own personal and professional skills in response to feedback from work experience.		

10 BENEFITS OF WORK EXPERIENCE

FOR PERSONAL REWARD	Complete real projects	More confidence	Improve self-esteem
IMPROVE YOUR SOFT SKILLS	Work in a team	Problem solve issues	Communicate on tasks
DEVELOP TECHNICAL SKILLS	Tricks of the trade	Boost technical knowledge	Show your abilities
GAIN INDUSTRY INSIGHTS	Business Structure	Perks of the job	Future of the industry
TRY BEFORE YOU BUY	Insights into the career	Interesting Work?	No long term commitment
PROVE YOU'RE MOTIVATED	Show interest in the career	Goal focussed individual	Impress the employer
GROW YOUR NETWORK	Make new contacts	Discover job opportunities	Build business relationships
GET EMPLOYED	Companies recruit from interns	Ahead of the competition	Route in for certain jobs
IMPRESS AT INTERVIEW	Enhance your CV	Good interview content	Grab their attention
LIFE EXPERIENCE	Develops self-awareness	Builds character	Essential for some careers*



Key term	Definition
Work experience	a period of work experience arranged with an employer.
Voluntary work	any type of work undertaken on no payment.
Part time work	paid or unpaid work undertaken.

Health & Safety at Work Guide

CONTROL OF SUBSTANCES HAZARDOUS TO HEALTH

GENERAL INFORMATION

FIRST AID AT WORK REGULATIONS

PERSONAL PROTECTIVE EQUIPMENT (PPE)

MANUAL HANDLING

SAFETY SIGNS AND SIGNALS

Unit 4: Managing an Event

Pass	Merit	Distinction
Learning aim A: Explore the role of an event organiser		A.D1 Fully justify how own skills match those of an event organiser.
A.P1 Explain the role and skills required to be an effective event organiser. A.P2 Investigate own skills in the form of a skills audit.	A.M1 Analyse own skills against those required by an event organiser, highlighting areas for development.	
Learning aim B: Investigate the feasibility of a proposed event		BC.D2 Evaluate and justify the feasibility of the plan, tools, budget and risk, making any required contingency adjustments.
B.P3 Investigate the staging of several events to determine common success factors. B.P4 Explain the chosen event idea, including reasons for choice.	B.M2 Assess the feasibility of the event proposal.	
Learning aim C: Develop a detailed plan for a business, or social enterprise event		
C.P5 Explain factors that need to be considered when producing a detailed plan for the proposed event. C.P6 Produce a detailed plan for your chosen event using planning tools, detailed budget and consideration of risk assessment and contingency planning.	C.M3 Analyse the key factors that need to be considered when producing a plan for an event.	
Learning aim D: Stage and manage a business or social enterprise event		DE.D3 Justify how own contribution has contributed to a successful outcome of the event by the demonstration of outstanding management skills throughout the arranging and staging of an event.
D.P7 Stage an event, demonstrating some relevant management skills.	D.M4 Demonstrate effective and safe management skills when organising and staging an event.	
Learning aim E: Reflect on the running of the event and evaluate own skills development		
E.P8 Review the success of the event in meeting aims and objectives, achieving targets and receiving good feedback from stakeholders.	E.M5 Analyse the planning and running of the event, how risks and contingencies were managed, making recommendations for future improvements.	

Key term	Definition
Ambience	The atmosphere at the event
Outside catering	When the business or organisation providing the venue does not also provide the catering.
Attendee	A person who is going to attend an event
Soft copy	A version of a document, such as pdf, that can be emailed or uploaded to a website
Public liability insurance	Insurance cover required to hold an event; cover is usually needed for up to £5 million
Multi- tasking	When more than one task is being performed at the same time
Rapport	A good relationship between people, with good communication and understanding of the way each other is working
Empathy	Being able to understand the feelings of others
Respondent	Someone who is giving feedback, ie. the person answering the questions

Key term	Definition
Observer	The person that watches the event organiser
observee	The event organiser, the person being watched
Response rate	The number of people that have responded to a questionnaire either on paper or online. The more people the more accurate your results will be.
Genre	Styles or types
Social enterprise	An enterprise that has a social or environmental mission and seeks to have a positive impact on communities
Feasible	Likely or probable that something will succeed
Networking	The process of connecting groups of people together
Stakeholder	Anyone who is affected by a business or who is influenced by decisions taken
Invoice	A document that is sent by the supplier to the person purchasing the goods with terms of payment
Opportunity cost	The cost of making a decision over another
Hazard	The HSE define hazard as something that may cause harm

Key term	Definition
Risk	The likelihood that harm will be done as a result of a hazard
Communication channel	The method which is used to communicate
Contingency plan	A back up plan in case something goes wrong

▶ **Table 4.2:** Risk assessment for an indoor business fair

Hazard identified	People at risk	Likelihood	Severity	Controls	Further action
Tripping or falling on the steps in the entrance	Visitors Exhibitors Employees	Low	Low	Keep the steps clear during the event	Not needed
Too many people attending the event	Visitors Exhibitors Employees	Low	Low	Make sure that visitor numbers are controlled at the entrance	Not needed
Trailing wires from stands may cause someone to trip	Visitors Exhibitors Employees	Low	Low	Wires should be taped to the floor	Not needed