

**Unit Title:** Undertaking An Enterprise Project  
**Unit Level:** Level 2  
**Unit Credit Value:** 3  
**GLH:** 24  
**LASER Unit Code:** WJC265  
**Ofqual Unit Code:** A/506/0765

This unit has 4 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand market research.	1.1	Describe the selected product or service.
		1.2	Describe and carry out the market research necessary to determine the viability of a product or service for the enterprise project.
		1.3	Identify and describe their target market and main competitors.
2.	Be able to set the price for their product or service.	2.1	Identify direct, indirect, fixed and variable costs and use them to calculate the total cost for the product or service.
		2.2	Establish and explain the price for their product or service.
3.	Understand the significance of effective marketing.	3.1	Describe the personal skills/qualities required to effectively market and sell their product or service.
		3.2	Identify and explain the most appropriate methods for marketing this product or service.
		3.3	Create a resource for marketing their product or service to their target market explaining their choice of resource.
4.	Be able to plan, monitor and review the enterprise project.	4.1	Devise an action plan describing each stage of the enterprise project, identifying resources and setting targets for their completion.
		4.2	Review and revise the action plan at each stage of the enterprise project explaining all revisions.
		4.3	Describe the strengths and weaknesses of the enterprise project.
		4.4	Explain how they would address the weakness.

**Assessment Guidance:**

NA

**Additional Information:**

NA