

Unit Title: Undertaking An Enterprise Project
Unit Level: Entry 3
Unit Credit Value: 6
GLH: 60
LASER Unit Code: WJC528
Ofqual Unit Code: K/506/0762

This unit has 6 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Be able to select a product to sell to a particular target market.	1.1	Ask people which product they might like to buy from a given list.
		1.2	Select the most popular product from the list.
		1.3	State who their target market is.
2.	Be able to select a suitable venue to sell the product.	2.1	Identify a venue to hold the sale and say why it is suitable.
3.	Be able to advertise the sale.	3.1	Identify two ways in which s/he could advertise the sale.
		3.2	Produce a poster to advertise the product and sale venue.
		3.3	Say where s/he would advertise the sale.
4.	Be able to set up a point of sale and sell products.	4.1	Identify the equipment/resources that s/he will need to sell the product.
		4.2	Set up the stall.
		4.3	Sell the product.
5.	Know the costs involved in the enterprise project.	5.1	Identify the costs involved in selecting, marketing and selling the product.
6.	Know about his/her involvement with an enterprise project.	6.1	Say which aspects of the enterprise project s/he contributed to and enjoyed.

Assessment Guidance:

NA

Additional Information:

NA
