Unit Title:	**Undertaking An Enterprise Project**
Unit Level:	**Level 1**
Unit Credit Value:	**3**
GLH:	**27**
LASER Unit Code:	**WJC741**
Ofqual Unit Code:	**T/506/0764**

This unit has 4 learning outcomes.

LEARNING OUTCOMES		**ASSESSMENT CRITERIA**	
The learner will:		**The learner can:**	
1.	Understand market research.	1.1	State two ways in which they could undertake market research and identify the most suitable for their enterprise project.
		1.2	State, giving reasons for choice, the selected product or service.
		1.3	Identify and list their target market and main competitors.
2.	Be able to set the price for their product or service.	2.1	Identify and list all the costs involved in producing the product or service.
		2.2	Using a given simple arithmetic formula calculate the total cost of producing the product or service.
		2.3	State the price they will charge the customer for their product or service.
3.	Understand the significance of effective marketing.	3.1	Identify and list the key personal skills/qualities required to effectively market and sell their product or service.
		3.2	Identify and list 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 giving two reasons for their choice of resource.
4.	Be able to plan, monitor and review the enterprise project.	4.1	Devise an action plan that identifies and lists each stage of the enterprise project, giving a target time/date for their completion.
		4.2	Review and revise the action plan at each stage of the enterprise project stating new target times/dates for their completion.
		4.3	State what worked well and what could be improved.

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Assessment Guidance:
NA

Additional Information:
NA