Unit Title: **Undertaking An Enterprise Project**
Unit Level: **Level 3**
Unit Credit Value: **6**
GLH: **42**
LASER Unit Code: **WJD575**
Ofqual Unit Code: **K/504/8868**

This unit has 4 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		**The learner can:**	
1.	Know how to select an enterprise project for a particular target market.	1.1	Justify the choice of selected product or service for the enterprise project.
		1.2	Carry out the market research necessary to determine the viability of a product or service for the enterprise project.
		1.3	Analyse the market research to determine the viability of a product or service for the enterprise project.
		1.4	Evaluate the target market and main competitors.
2.	Know about the costs involved in setting up the product or service.	2.1	Identify the following costs: (a) direct (b) indirect (c) fixed (d) variable.
		2.2	Use costs identified to calculate the total cost for the product or service.
		2.3	Establish the price for the product or service.
		2.4	Justify the price for the product or service.
3.	Understand the significance of effective marketing.	3.1	Assess the personal skills/qualities required to effectively market and sell the product or service.
		3.2	Evaluate different methods for marketing the product or service.
		3.3	Justify the choice of the most appropriate method for marketing the product or service.
		3.4	Create a resource for marketing the product or service to the target market.
		3.5	Relate the choice of resource to market research.
4.	Be able to plan, monitor and review the enterprise project.	4.1	Devise an action plan justifying each stage of the enterprise project.
		4.2	Identify resources and set targets for completion.

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		4.3	Review the action plan at each stage of the enterprise project.
		4.4	Revise the action plan, justifying all revisions.
		4.5	Assess the strengths and weaknesses of the enterprise project.
		4.6	Devise strategies to address the weaknesses.

Assessment Guidance:
NA

Additional Information:
NA