



Week	Unit 1	Week	Synoptic Project
1-3	Entrepreneurs, characteristics and skills.	1	Company Details
4-5	financial and non financial aims and objectives	2-4	Marketing Analysis
6-9	Sole trader, Partnership, Franchise, Private limited company (Ltd) , public limited company (plc).	5-7	Marketing
10-11	Organisational structures	8-10	People and Operations
12-14	Stakeholders and stakeholders engagement	11-14	Financial Plan
15-16	Market research	15-16	Evaluation
17	Mass Market versus Niche Market		
18-19	Market orientation versus product orientation		
20-22	Marketing Mix		
23-25	Operations management: Production methods		
26	Outsourcing		
27-28	Maintaining and improving quality		
29-30	Customer service		
31-33	Motivation		
34	Internal and external influences		
35	External challenges of growth		