



SENECA- Market research

SENECA- Marketing Mix.

Complete timed assessment

Secondary

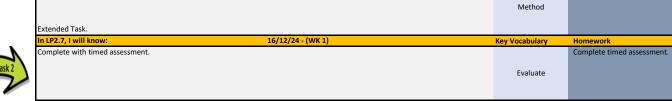
Competitor

Year 10 Business Component 1 Learning Programme 2

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Fhe LORIC skill focus for his LP is: ORGANISATION		Literacy:	
The Moral Virtues focus for this LP are: COMPASSION and HONESTY		 Capital letters must be used at the start 	
Compassion - the quality of feeling pity and concern for the sufferings or misfortunes of others.		of sentences and for the first letter of	
Honesty - the quality of being truthful.			proper nouns
What will I be learning about in this Learning Progr	amme?		Full stops must be used at the end of a sentence
how a business uses Market Research to inform bus	iness decisions.		Question marks must be used at the end of a question
Where have I seen this learning before? This will be the first time learning this topic.			Apostrophes should only be used for possession or omission Days of the week and months must be
			spelled correctly Key words must be spelled correctly
What could I use it for?			
I will use this to complete Task 2 of the timed assess	ment towards my GCSE.		
In LP2.1, I will know:	21/10/24 - (WK 2)	Key Vocabulary	Homework

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what market research is and why a business will use it;			SENCA- Customer Needs.
The different types of research.			
		Market Research	
	20/10/20 (1000)		
In LP2.2, I will know:	04/11/24 - (WK 1)	Key Vocabulary	Homework
to create a primary research document;			SENCA- Market research.
how to complete primary research.			
		Questionnaire.	
LP2 RLW, I will:	11/11/24 - (WK 2)		
			Revise for assessment.
review my learning, recalling and applying key k	ny learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge. Analyse		
In LP2.3, I will know:	18/11/24 - (WK 1)	Key Vocabulary	Homework
to analyse primary research;	_		SENECA- Primary V Secondary research.
how to create an action plan based on the prima	ary research.		
		Action Plan	
Extended Task.			
In LP2.4, I will know:	25/11/24 - (WK 2)	Key Vocabulary	Homework





02/12/24 - (WK 1)

09/12/24 - (WK 2)



Resources to support learning

how to use secondary research; how to analyse secondary research.

Commence with timed assessment.

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In LP2.6, I will know:

what customer satisfaction & competitor behaviour is;

https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html

FFET Award Challenge for this Learning Programme:

Create a fact sheet on 2 entrepreneurs of your choice.