



BTEC Award in Enterprise

Sector Support Guide

2025/2026

A Comprehensive Overview of Enterprise Types and Categories for Centre
Reference: Component 1 & Component 2

This guide aims to enhance learner confidence in selecting appropriate enterprises for both Component 1 and Component 2, as required by the PSA. It provides structured examples of enterprise types within various industries that may be studied.

Component 1 Categories

This is not an exhaustive list and serves as guidance for meeting the criteria of size, type, and ownership. This is outlined in the PSA 'vocational context' each series and must be consulted before choosing the businesses to study.

Business to Business (B2B)

B2B enterprises primarily offer products or services to other enterprises. While it is acceptable for these enterprises to also provide services to individual customers, this must not be their sole focus. Learners should demonstrate their understanding of B2B models in their response to Task 1a to demonstrate their understanding.

Examples include:

- Enterprise selling gym equipment to gym owners
- Enterprise supplying kitchens or bathrooms to other businesses, such as house builders
- Web design services for businesses
- Creation of marketing campaigns for businesses
- Recruitment and selection services for businesses

Goods

Goods refer to physical and tangible products. Enterprises must sell goods, even if this is not their primary activity, for example, they may provide services. Learners need to clarify in Task 1a that selling goods is a supplementary activity to demonstrate their understanding.

Examples include:

- Theme parks, depending on size (goods available for purchase during visits)
- Hair and beauty salons (sale of products such as shampoo, eyelashes, nail polish)
- Gyms (sale of water bottles, hoodies)
- Theatres (sale of programmes, merchandise, food)
- Fast food outlets
- Restaurants and cafes
- Sports clubs (sale of clothing, racquets, bats, balls)
- Car dealerships (must not be a franchise)

- Tattooing and piercing companies (e.g. sale of studs with piercings)

Ecommerce

Ecommerce enterprises must have an online shop where goods or services can be purchased. The enterprise does not need to operate exclusively online.

Examples include:

- Football/rugby etc coaching company offering training kits and online booking for taster sessions
- Subscription boxes (e.g. beauty products or chocolate)
- Custom clothing and accessories (available for online purchase)

IT and Communications

Enterprises in the IT and Communications sector operate within areas such as technology retail, repairs, and software development.

Examples include:

- Computer retailers
- Repair services for IT hardware, software, or mobile phones
- Software development businesses
- Marketing companies
- Mobile phone retailers

Flips

Flips refers to any enterprise which has a physical or online catalogue for customers to view goods

Examples include:

- Catering enterprise
- Stationery suppliers
- Furniture retailers
- Jewellery enterprise
- Gift retailer

Health and Wellbeing

Enterprises in this sector focus on improving physical, mental, and emotional wellbeing.

Examples include:

- Gyms
- Spas
- Websites and apps providing headspace, nutrition guidance, or online fitness
- Gym equipment businesses
- Personal trainers
- Health and beauty vlogs/blogs focused on wellbeing

Education

The education sector consists of enterprises dedicated to providing learning and knowledge for all ages.

Examples include:

- Educational websites
- Tutoring services
- Coaching
- Educational toys
- Educational podcasts
- Nutrition, science, or sports apps

Arts, Entertainment and Recreation

This sector covers a broad range of establishments and activities offering cultural, entertainment, and recreational services to the public.

Examples include:

- Theatres
- Play centres/groups
- Children's entertainers or party organisers
- Sports clubs

- Art, craft, or knitting businesses
- Trampoline, laser quest, or ski centres

Construction

Construction enterprises are involved in planning, designing, building, maintaining, repairing, renovating, and demolishing various structures.

Examples include:

- Builders or construction businesses
- Joiners or carpenters
- Architects
- Bricklayers
- Scaffolders
- Roofers

Hospitality

The hospitality sector includes enterprises providing lodging, food, beverage services, recreation, and entertainment for guests.

Examples include:

- Hotels, caravan parks, etc
- Theme parks
- Cafés, restaurants, takeaways
- Festivals
- Theatres and cinemas

Clicks and Bricks

These enterprises have both a physical retail presence and an online sales channel.

Examples include:

- Hair and beauty salons

- Bookshops
- Clothing retailers
- Takeaways and restaurants
- Mechanics

Professional Services

Professional services enterprises offer specialised, knowledge-based advice and services to businesses and individuals, rather than selling physical goods.

Examples include:

- Financial planners
- Solicitors
- Consultants
- Accountants
- IT services

Manufacturing

Manufacturing enterprises transform raw materials and components into finished or semi-finished goods through physical or chemical processes.

Examples include:

- Food and drink producers
- Car manufacturers
- Technology component producers
- Clothing, shoe, and jewellery makers
- Furniture makers
- Candle makers
- Beauty product manufacturers

Leisure

The leisure industry provides products and services related to recreation and entertainment.

Examples include:

- Museums and galleries
- Sports clubs (football, rugby, cricket)
- Hotels and B&Bs
- Adventure parks or children's play centres
- Cinemas, music venues, festival events

Services

The service sector delivers intangible products rather than physical goods. Enterprises may offer both to fit this category.

Examples include:

- Hairdressers or barbers
- Personal trainers
- Mechanics
- Nail technicians
- Tutoring businesses
- Cleaning businesses

Component 2 Categories

This is not an exhaustive list, and the learners' ideas must meet the following requirements:

- fit within **at least one** of the categories outlined in the PSA for the series
- be within the budget of £50 (this does not need to be repaid, and you must be able to start and run your micro-enterprise idea using this amount)
- be appropriate for a 14 to 16-year-old to carry out
 - for example, if a DBS check is necessary if working with children, this is not a suitable choice unless an adult who has been DBS certified is present
 - if it is teaching a skill, the learner must be certified or have a certified adult supporting the enterprise e.g. judo classes

Technological, Digital, Social Media and E-commerce

Examples include:

- Creation of social media pages and content for businesses or individuals
- Selling products via social media or e-commerce platforms
- Providing support or simple repairs for tech products (e.g. helping set up new devices)
- Website creation for businesses

Hair and Beauty

Examples include:

- Retail of hair accessories
- Retail of handmade jewellery or accessories (e.g. bracelets)
- Face painting for children
- Hair styling and make-up for events (e.g. proms or weddings)

Mental Health and Wellbeing

Examples include:

- Sport coaching
- Mindfulness advice and tips
- Juice or smoothie bars at school
- Tuck shops selling healthy snacks at school
- Talking café
- After-school relaxation activities (e.g. knitting or crochet for Year 10–11 students)

Animal and Horticulture

Examples include:

- Dog walking
- Gardening services (e.g. mowing lawns, watering plants)
- Caring for pets while owners are on holiday
- Homemade plant pots
- Sale of plants grown from seeds

Art and Design

Examples include:

- Handmade greeting cards
- Sale of home decorations (e.g. Halloween or Christmas decorations)
- Retail of handmade jewellery or accessories (e.g. bracelets)
- Portraits or paintings
- Photography services
- Homemade plant pots

Cleaning and Maintenance

Examples include:

- Car cleaning
- House cleaning
- Window cleaning

- Gardening services
- Support or simple repairs for tech products
- Skateboard or bike repairs

Creative and Speciality Crafts

Examples include:

- Handmade greeting cards
- Sale of home decorations
- Retail of handmade jewellery or accessories
- Portraits or paintings
- Photography services
- Homemade plant pots
- Pottery

Entertainment, Performing Arts and Leisure

Examples include:

- Band performances
- DJ'ing at school discos
- Music or singing lessons for children
- Face painting or balloon art at children's parties

Fashion and Accessories

Examples include:

- Retail of hair accessories (e.g. scrunchies)
- Retail of handmade jewellery or accessories
- Upcycling unwanted clothes
- Personalising clothing

Food and Drink

Examples include:

- Tuck shop in school selling small items (e.g. handmade cookies)
- Juice or smoothie bar at school
- Celebration cakes
- Refreshment stall for sports teams or clubs

Holding/Hosting Regular Mini Events

Examples include:

- Technical services (e.g. help with lighting or sound or after school clubs on a regular basis)
- Set up and cleaning after parent's evenings or open days for each year group throughout the year
- Refreshment stall at parent's evenings or open days for each year group throughout the year
- eSports tournament
- Table football tournament

Lifestyle

Examples include:

- Dog walking
- Gardening services
- Car or window cleaning
- Support or simple repairs for tech products

Sport and Exercise

Examples include:

- Supervising a primary school sport club (after school)
- Refreshment stall for sports teams or clubs

Sustainable and Environmental

Examples include:

- Upcycling unwanted items (e.g. clothes)
- Gardening services
- Sale of plants grown from seeds
- Retail of eco-friendly products

Writing and Publishing

Examples include:

- Homemade greetings cards or business cards
- Writing services (e.g. blogs)
- Creating adverts for small businesses (e.g. flyers or social media posts)