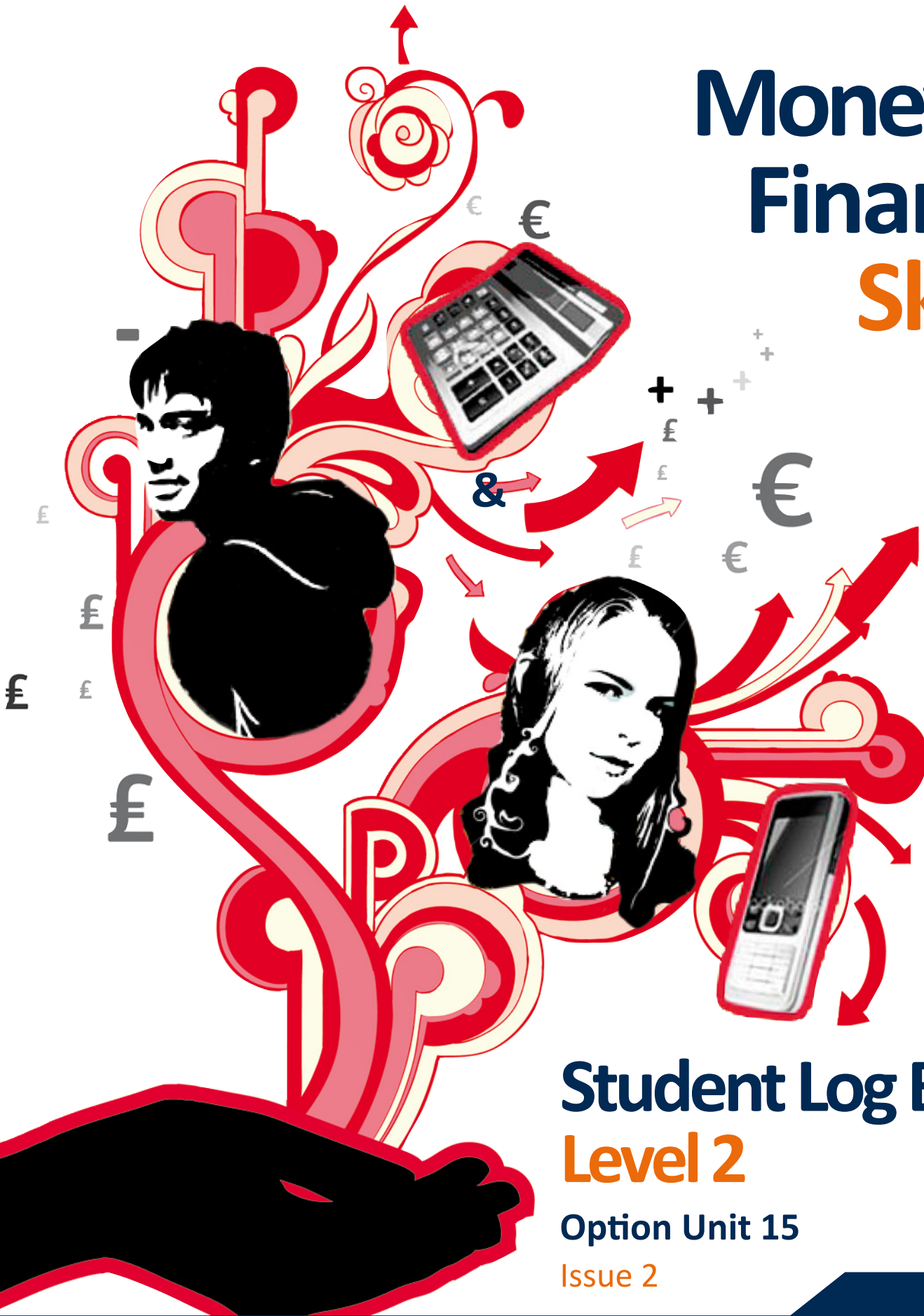


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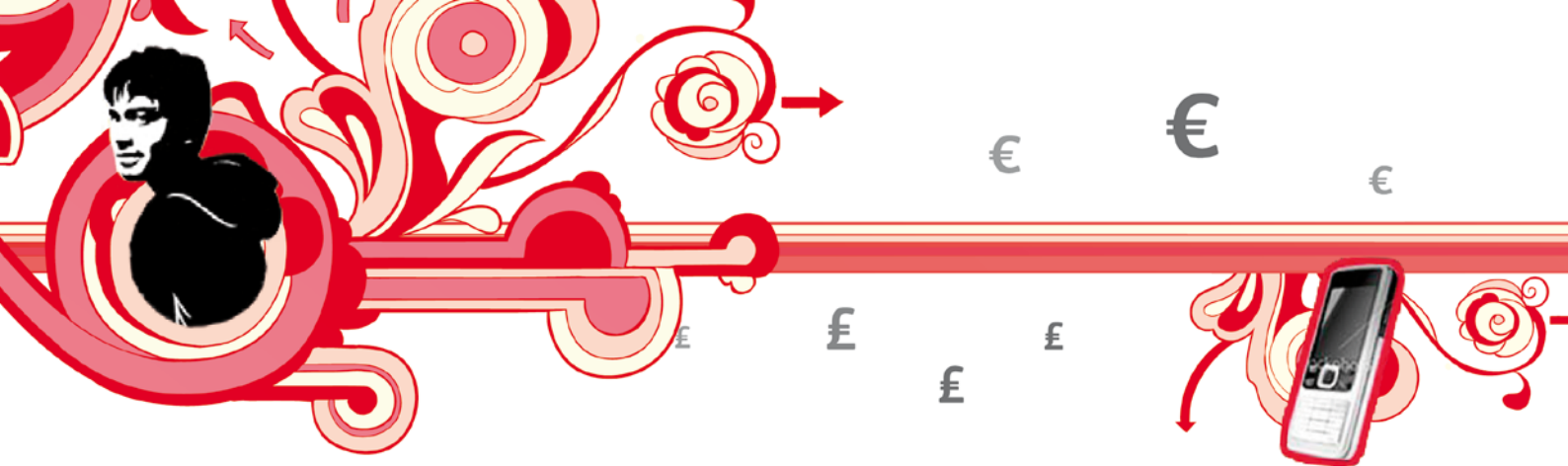


Student Log Book Level 2

Option Unit 15

Issue 2

A PEARSON COMPANY



Unit 15 - Running an Enterprise Activity

15.1 Completing an enterprise activity

You will need to choose an enterprise activity that you will be able to carry out by yourself or with a small group. In order to carry out the activity successfully you will need to understand the importance of having a strategy, customer service and sales techniques, and know how to deal with money.

If you have completed Money and Finance Skills Unit 14 'Planning an Enterprise Activity' you can use that or if you need some ideas for types of enterprises www.mysmallbiz.com may get you thinking of profit-oriented activities or see www.raisingmoneyforcharity.org.uk for fundraising ones.

For help with the sort of personal skills required for roles, you could try Young Enterprise's Quick Start music programme - www.young-enterprise.org.uk/qsmusic/home.htm.

Read Nationwide Education Fact sheet – *Business Enterprise* (FA6) and complete the activities below.

15.1.1 Activity 1

Produce a plan to explain the strategies you will be using to make sure your enterprise activity will be successful (AC 1.1). Include:

- a) conducting market research
- b) reviewing competitors/ competition
- c) evaluating own skills and expertise
- d) financial planning.

!Remember to include a copy of your plan with your completed Log Book.

15.1.2 Activity 2

- a) Complete the enterprise activity.
- b) Provide evidence of the skills you used for your tutor to verify eg video evidence, photographs or a witness statement (these can be scanned and saved with your Log Book or kept in your folder), or your tutor may observe you. Your tutor will record your performance on the chart below so you will need to pass this to them to complete. (AC 2.1)

Your tutor will complete the chart below:

Enterprise Activity Record	
Name of student:	
Comments	
Product or service prepared	
Promotion materials displayed	
Location prepared / enterprise activity set up	
Prices displayed	
Sales skills demonstrated	
Listened to customers	
Answered customers queries	
Friendly, helpful manner	
Signature of tutor:	
Date:	

! Remember to include any evidence with your completed Log Book.

15.1.3 Activity 3

Explain, giving two reasons, why it is important to handle money correctly in an enterprise activity. (AC 2.2).

a	
b	

15.1.4 Activity 4

- a) Complete a spreadsheet to present your financial records for the enterprise activity. An example is provided below. (AC 3.1)

Profit and loss		Total
Unit cost of production	£3	
Number of items produced	120	
Total cost of production		£360
Selling price	£5	
Number of items sold	100	
Total revenue		£500
Profit or loss		£140

!Remember to include your spreadsheet with your completed Log Book.

b) With reference to its financial performance, briefly explain two reasons why your enterprise was a success or a failure. (AC 3.1)

i	
ii	

15.1.5 Activity 5

Consider the feedback provided by your tutor about your involvement in the enterprise activity to help you describe:

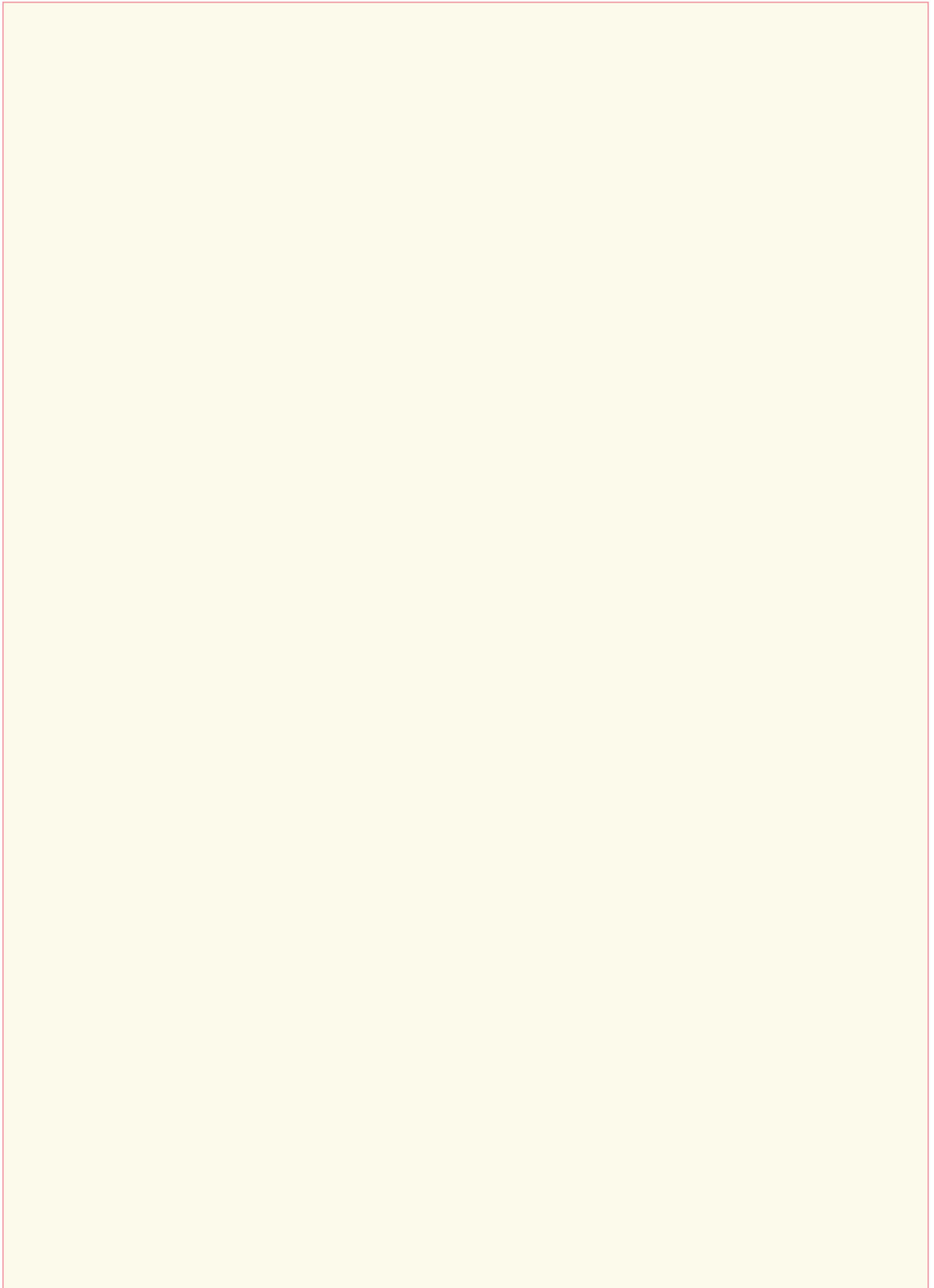
a) the role(s) you took in the enterprise activity

--

b) the skills you have gained during the activity. (AC 4.1)

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Use this page to continue your assignment. Please include the number of the question or activity you are answering.



Use this page to continue your assignment. Please include the number of the question or activity you are answering.

