



Longfield Learning Journey



Year Group: 10	Unit of work: Design a business proposal	Terms: 1.1- 2.2
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Skills:	Context:	R	A	G
Be able to identify the customer profile for a business challenge	<ul style="list-style-type: none"> To understand and explain market segmentation and the techniques. To explain the benefits of market segmentation and create a customer profile. 			
Be able to complete market research to aid decisions relating to a business challenge	<ul style="list-style-type: none"> To describe market research and the different types including advantages and disadvantages. To explain different sampling methods and undertake relevant market research for the task. 			
Be able to develop a design proposal for a business challenge	<ul style="list-style-type: none"> To create relevant design ideas and explain strengths and weaknesses. Complete a self assessment and peer assessment for the chosen hat and make any changes needed. 			
Be able to review whether a business proposal is viable	<ul style="list-style-type: none"> To explain the different pricing strategies and select an appropriate strategy. Calculate the costs, revenue, break even and profit for the chosen hat. Analyse how changes affect the break even point. Explain the risks, customer demand and financial viability of the chosen hat 			

Content: Design a business proposal	R	A	G
1. Market Segmentation			
2. Customer Profile			
3. Market Research			
4. Hat Designs			
5. Self and Peer Assessment			
6. Modified Final Hat Design			
7. Pricing Strategies			
8. Financial Calculations: Costs, Revenue, Break Even, Profit			
9. Break even Analysis			
10. Risks of creating a new product			
11. importance of Customer Demand			
12. Financial Viability			

K <i>What you know</i>	W <i>What you want to know</i>	L <i>What have you learned</i>