BTEC L3 Business Studies Learning Journey Sampling Techniques Analysis of Research Data Gathering Results Final Report Market Research Project **BARCLAYS** Market Research Income statements, In Practice balance sheets Cash and cash-flow Kelloggis **UNIT 3 EXAM** Breakeven analysis **Unit 22 Market** business finance Research Purpose of Market Research Ratio analysis Income & expenditure Insurance Current Accounts Functions and role of money **Unit 3 Personal & Business Finance** Financial Borrowing, saving institutions Payment Assessment Task & investing methods Innovation & Enterprise COUPON GOOD FOR Product Extended **UNIT 2 EXAM** Promotion Marketing Mix PESTLE analysis Innovation and **Budgets &** Enterprise SWOT analysis Timescales Pricing strategies Assessment Task **Market Analysis** Supply & Demand Segmentation Role of marketing marketing campaign Types of market Marketing aims and objectives Assessment Task Assessment Task SWOT analysis situational analysis Organisation structures & Aims 0 Business aims and objectives Market Structures The competitive PESTLE analysis environment Organisational structures Effective **Assessment Task** communication Features of businesses **Unit 1 Investigating**

Introduction

to business

Features of a

business

Business

Assessment Task

Stakeholders &

communication