

Getting Ahead – Summer Work

#BrockFreshers

Enterprise and Entrepreneurship Level 3 Extended Certificate (Equivalent to one A Level)

Welcome to Enterprise and Entrepreneurship. In preparation for the start of the course, please complete these tasks and have them with you to hand in during your first week of college in September.

These tasks should take you approximately four and a half hours to complete and are designed to give you an introduction to the subject, and the expectations we have for you to complete at least four and a half hours of independent study, per subject, per week.

Task 1: Entrepreneurs

Enterprise is the process of using creativity and innovation to meet customers' needs. Your first task is to choose two entrepreneurs from the list below and produce a 500 word report, explaining how their skills and characteristics have helped them to be successful.

- James Dyson
- Jim Cregan
- Levi Roots
- Deborah Meaden
- Richard Branson
- Anita Roddick

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Task 2: Marketing

Market segmentation is the process of splitting a business' target market into different groups to make it easier for them to develop products aimed at certain people and to help them target their marketing. They may segment the market according to:

Geography: where people live.

Demographic: e.g. age, gender, occupation.

Lifestyle: e.g. hobbies, sporting interests.

Behaviour: situational purchases such as birthdays, celebrations, and holidays.

Income: how much people earn and how much they have to spend.

For example, high end, luxury cars will target people with a high level of income, while a make-up business might target females aged between 18 and 45 in the UK.

Write a 500 word report explaining the market segment(s) you would choose for each of the following products, and why:

- iPhone 15
- Liquid Shredder surf board
- Debauxe and Gallais Praline Chocolates <https://tinyurl.com/4kc9f9b6>
- A safety hard hat
- Adidas Gazelle shoes

Getting Equipped

You will need the following:

- A ring binder
- Dividers
- Stationery (pens, pencils, a ruler)