

Applied Business: Unit 3 Entrepreneurial Opportunities

KNOWLEDGE ORGANISER

Overview

Unit 3 Entrepreneurial opportunities



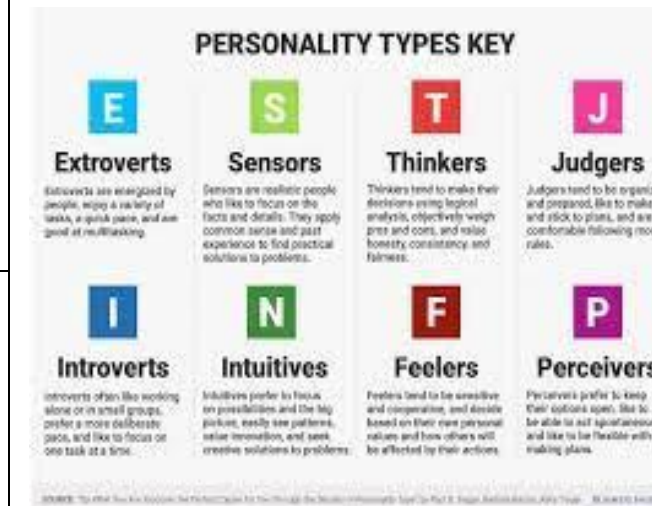
Enterprising behaviour is essential to the success of any business. You will consider how your own skills and personality type affect the ways in which you might exploit an entrepreneurial opportunity. You will also investigate the factors affecting the success of enterprise, considering the importance of the customer value proposition, target market preferences and networking with key support groups (such as family and business people). You will then consider the options available to you for enterprise. You will investigate marketing activities to meet the needs of your target market. The method of operating the enterprise is also a key consideration and you will investigate ways of running it. Finally, you will consider the risks and uncertainties that might impact on its potential success and how these could be reduced.

PO1: Understand enterprising Behaviour

Entrepreneurial behaviour can be defined as a set of behaviours that an individual exhibits which allows them to innovate and/or improve upon existing ideas to market a product or service effectively in a competitive market.

*Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services

*A market opportunity is a newly identified need that a company can use to grow; usually, because it's not being addressed by competitors.

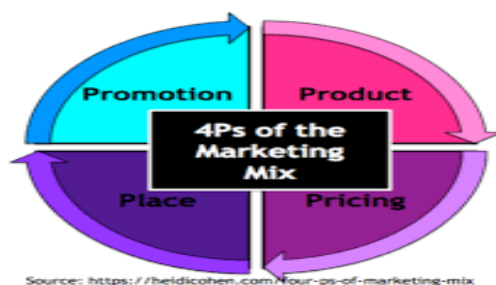


Key terms –

In personality typology, the Myers–Briggs Type Indicator is an introspective self-report questionnaire indicating differing psychological preferences in how people perceive the world and make decisions. The four categories are: introversion or extraversion, sensing or intuition, thinking or feeling, judging or perceiving. Each person is said to have one preferred quality from each category, producing 16 unique personality types

PO3 & PO4: Marketing & Operations & Risks and Uncertainties

Business viability refers to a situation in which a business is surviving. This survival is linked to financial position and performance. Business viability means that a business is (or has the potential to be) successful.



Source: <https://heldicohen.com/four-ps-of-marketing-mix>



Key terms

The term "marketing mix" is a foundation model for businesses, centered around product, price, place, and promotion. The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market."

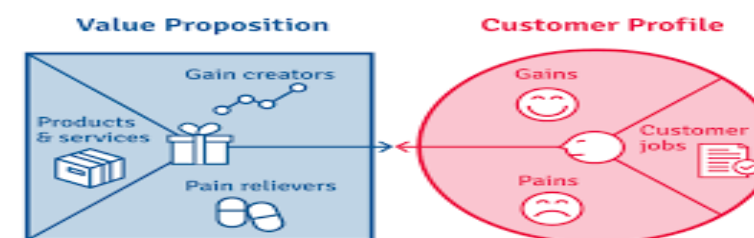
Operations – The activities of acquiring and handling inputs and processing inputs to deliver outputs

Key terms

Contingency Planning – A contingency plan, also known colloquially as Plan B, is a plan devised for an outcome other than in the usual plan. It is often used for risk management for an exceptional risk that, though unlikely, would have catastrophic consequences

Risks –in simple terms, risk is the potential for a negative outcome. Risk involves uncertainty about the effects/implications of an activity

PO2: Customer value propositions



Key terms

Customer Value Proposition – It refers to a simple statement that communicates, in a few words, why a customer would want to choose your product or service over your competitors

Target Market – A target market is a set of consumers who have been identified by their shared characteristics as the most likely potential customers for a product.

Support network – A support network refers to the people in your life that help you achieve your personal and professional goals.

Socio-economic group – Socioeconomic status is an economic and sociological combined total measure of a person's work experience and of an individual's or family's economic access to resources and social position in relation to others.

A **distribution channel** is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. Another way is through a wholesaler then to the customer. (B2B) = Business to Business (B2C) = Business to consumer

Important Vocabulary

- Support network
- Enterprise
- Operations
- Myer - Briggs
- Finance
- Marketing
- Innovation
- Risks
- Contingency