

# BTEC Business Level Descriptors: Unit 1 – Enterprise in the Business World



Level	How do I achieve that level?
<b>Learning aim A - Know how trends and the current business environment may impact on a business</b>	
<b>Level 2 Distinction</b>	<ul style="list-style-type: none"> <li>2A.D1 Assess the current risks, opportunities and trends in the business environment for a start-up business. *</li> </ul>
<b>Level 2 Merit</b>	<ul style="list-style-type: none"> <li>2A.M1 Explain how changes in the current business environment are likely to impact on a start-up business.</li> <li>2A.M2 Compare how two trends have impacted on a start-up business. *</li> </ul>
<b>Level 2 Pass</b>	<ul style="list-style-type: none"> <li>2A.P1 Outline how the business environment can impact on a start-up business.</li> <li>2A.P2 Explain how current trends will impact on a start-up business. *</li> </ul>
<b>Level 1</b>	<ul style="list-style-type: none"> <li>1A.1 Identify factors of the business environment that can impact on a start-up business.</li> <li>1A.2 Identify current trends that may impact on a start-up business.</li> </ul>
<b>Learning aim B - Plan an idea for a new business</b>	
<b>Level 2 Distinction</b>	<ul style="list-style-type: none"> <li>2B.D2 Justify how the initial plan for a business idea has potential for success in relation to existing local businesses. *</li> </ul>
<b>Level 2 Merit</b>	<ul style="list-style-type: none"> <li>2B.M3 Compare the features, strengths and weaknesses of two successful businesses.</li> <li>2B.M4 Explain how the initial plan for a business idea has the potential to respond to market needs. *</li> </ul>
<b>Level 2 Pass</b>	<ul style="list-style-type: none"> <li>2B.P3 Describe, using relevant examples, the features of successful businesses.</li> <li>2B.P4 Prepare a realistic initial plan for a business idea suitable for the local area. *#</li> </ul>
<b>Level 1</b>	<ul style="list-style-type: none"> <li>1B.3 Identify the features of successful businesses.</li> <li>1B.4 Prepare an initial plan for a business idea for the local area. *#</li> </ul>
<b>Learning aim C - Present a business model for a business start-up</b>	
<b>Level 2 Distinction</b>	<ul style="list-style-type: none"> <li>2C.D3 Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea. Also present a unique business idea. #</li> </ul>
<b>Level 2 Merit</b>	<ul style="list-style-type: none"> <li>2C.M5 Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully. #</li> </ul>
<b>Level 2 Pass</b>	<ul style="list-style-type: none"> <li>2C.P5 Explain the reasons for the choice of format selected for a business start-up.</li> <li>2C.P6 Present a realistic business model for a business start-up. #</li> </ul>
<b>Level 1</b>	<ul style="list-style-type: none"> <li>1C.5 Outline the choice of format selected for a business start-up.</li> <li>1C.6 Present, with guidance, a business model for a business start-up. #</li> </ul>

\* Opportunity to assess mathematical skills

# Opportunity to assess English skills

## BTEC Business Level Descriptors: Unit 3 – Promoting a Brand

Level	
<b>Learning aim A - Explore the use of branding and the promotional mix in business</b>	
<b>Level 2 Distinction</b>	<ul style="list-style-type: none"> <li>• 2A.D1 Evaluate the effectiveness of the promotional mix for a selected branded product.</li> </ul>
<b>Level 2 Merit</b>	<ul style="list-style-type: none"> <li>• 2A.M1 Compare the use of brand promotion in two businesses.</li> <li>• 2A.M2 Explain the importance of selecting an appropriate promotional mix for a selected branded product.</li> </ul>
<b>Level 2 Pass</b>	<ul style="list-style-type: none"> <li>• 2A.P1 Explain how branding is used in two businesses.</li> <li>• 2A.P2 Assess the marketing mix for a selected branded product.</li> <li>• 2A.P3 Describe the purpose of elements of the promotional mix used for a selected branded product.</li> </ul>
<b>Level 1</b>	<ul style="list-style-type: none"> <li>• 1A.1 Describe the importance of branding for a business.</li> <li>• 1A.2 Identify elements of the marketing mix for a selected branded product</li> <li>• 1A.3 Identify elements of the promotional mix used for a selected branded product.</li> </ul>
<b>Learning aim B - Develop and promote a brand for a business</b>	
<b>Level 2 Distinction</b>	<ul style="list-style-type: none"> <li>• 2B.D2 Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements.</li> </ul>
<b>Level 2 Merit</b>	<ul style="list-style-type: none"> <li>• 2B.M3 Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.</li> <li>• 2B.M4 Justify the choice of promotional mix for a brand.</li> </ul>
<b>Level 2 Pass</b>	<ul style="list-style-type: none"> <li>• 2B.P4 Use branding methods and techniques to recommend a brand personality and a target market for a brand.</li> <li>• 2B.P5 Plan a promotional campaign for a brand. #</li> </ul>
<b>Level 1</b>	<ul style="list-style-type: none"> <li>• 1B.4 Outline an idea and select a target market for a brand.</li> <li>• 1B.5 Outline elements of a promotional campaign for a brand.</li> </ul>

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