

<p>RO68 Design a business proposal (Coursework)</p> <p>Subject Intent</p>	<p>Creating a new product is an exciting challenge. If you want your product to make a profit, then it must meet customer needs but also stand out from similar products that are on the market. This unit will provide you with the skills and knowledge to design a product proposal to meet a business brief.</p> <p>In this unit you will learn how to develop market research tools and use these to complete your market research. You will use your research findings to decide who your customers will be, create a design mix and produce your product design ideas. To help decide on your final design, you will gain feedback and then assess the strengths and weaknesses of your initial ideas. You will complete financial calculations to determine whether your proposal is likely to make a profit. You will use the evidence you have generated to decide whether you think that your new product is likely to be financially viable. On completion of this unit, you will have gained some of the essential skills and knowledge needed if you want to start a business, but also the transferable skills of creativity, self-assessment, providing and receiving feedback, research and evaluation. The skills and knowledge developed from this unit will also be transferable to further learning in and when completing Unit R069 <i>Market and pitch a business proposal</i>.</p> <p>When designing a business proposal, students need to understand the financial viability of their product. Learning about the types of cost a business incurs and the pricing strategies it could employ will support their development. Developing the knowledge of break-even through a contextual setting will provide students the knowledge and understanding they need to help them in the examined and NEA units where they will need to be able to calculate break-even and understand financial viability.</p>			
	<p>R068: Design a business proposal</p>	<p>R068: Design a business proposal</p>	<p>R068: Design a business proposal</p>	
<p>Topic Titles (in order of delivery)</p> <p>Topic Area (TA)</p>	<p>R068 (TA1): Market research; sampling methods; Using research tools; Review market research</p> <p>R068 (TA2): Identify customer profile</p> <p>R068 (TA3): Create a design mix; Review and finalise design</p>	<p>R068 (TA4): Financial viability</p> <p>R068 (TA5): Risks and challenges</p>	<p>R068: NEA Assessment</p> <p>Ready to submit for moderation</p>	

<p>Key knowledge / Retrieval topics</p>	<p>1.1 How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research Identify potential customers and build a customer profile based on market research findings</p> <p>1.2 How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research</p> <p>1.3 How to select appropriate primary and secondary market research methods and data types in order to complete meaningful research</p> <p>1.4 Sampling methods</p> <p>1.5 Use appropriate market research tools for a business proposal</p> <p>1.6 Review the results of market research</p> <p>2.1 How to apply market segmentation to build a customer profile</p> <p>3.1 Create a design mix for a new product</p> <p>3.2 Produce designs for a business challenge</p> <p>3.3 Review designs for a product proposal</p>	<p>4.1 Calculate costs, revenue, break-even and profit relating to a business proposal</p> <p>4.2 Apply an appropriate pricing strategy</p> <p>4.3 Review the likely financial viability of a business proposal</p> <p>5.1 Risks and challenges when launching a new product</p> <p>5.2 How the impact of risks and challenges can be minimised</p>	
<p>Assessment</p>	<ul style="list-style-type: none"> • Coursework booklet to each student • Each task is broken down • Deadlines at set points • On-going support 		